BRUARY 7, 1955

35c PER COPY

BROADCASTING TELECASTING

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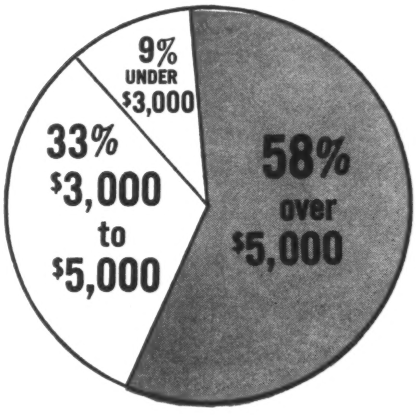
24TH
year

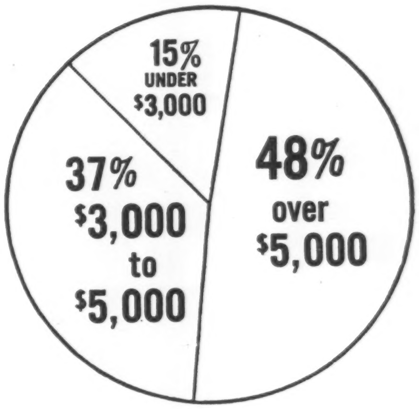
NEWSWEEKLY
AND TV

PRESTIGE?

58% of W-I-T-H's audience have incomes of $5,000 or more!



W-I-T-H's audience
by income groups



Audience of Network Station A
by income groups

Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

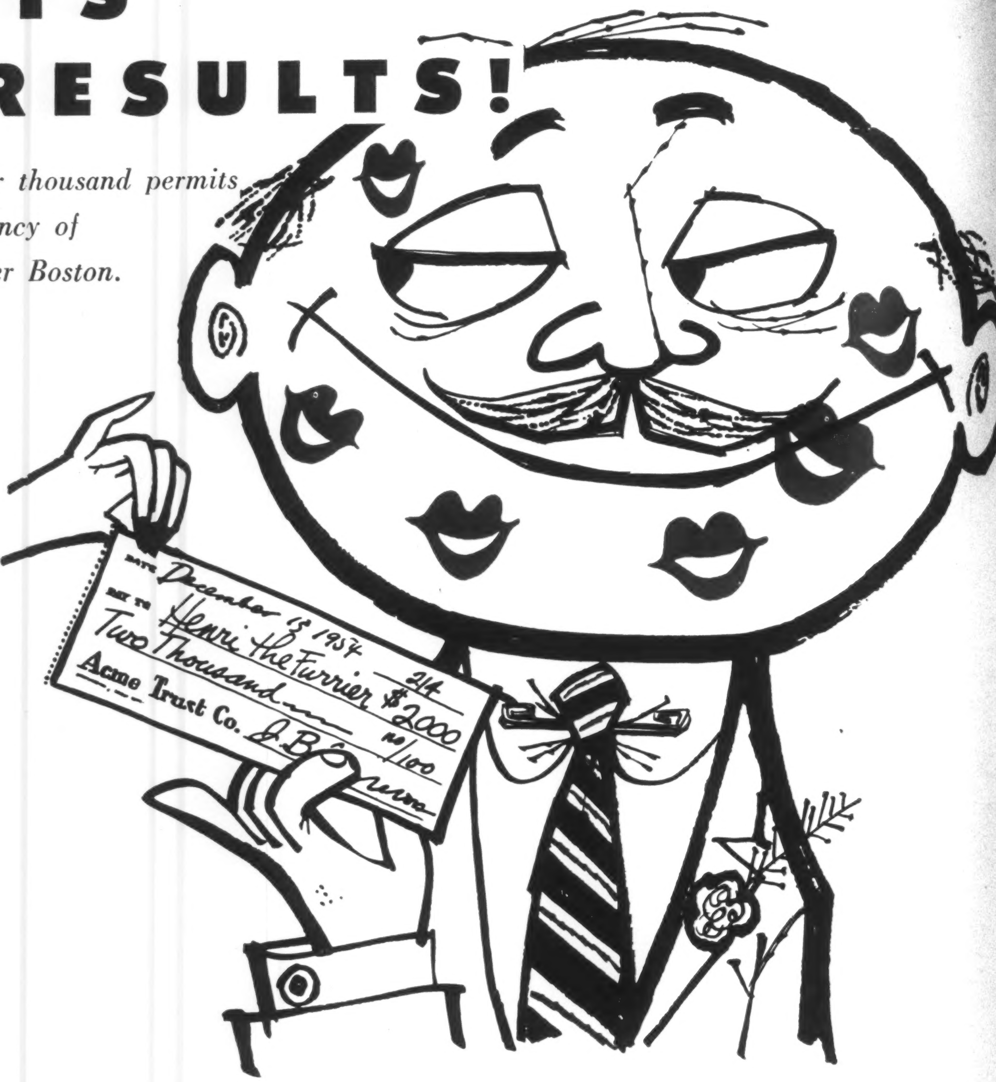
—in Baltimore **WITH**

TOM TINSLEY, *President*

REPRESENTED BY FORJOE & CO.

REPETITION GETS RESULTS!

and WCOP's cost per thousand permits the highest frequency of impression in Greater Boston.



Persistency pays. And smart advertisers know that it takes frequency of impression to open a market's pocketbooks.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

Ask your station or WEED representative for the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP	**5,262**
Station B	3,333
Station C	2,176
Station D	1,867
Station E	1,785
Station F	1,470

WCOP BOSTON

5,000 watts on 1150

Publish
DeSale

CHANNEL
6
W J I M
LANSING
BATTLE CREEK
BAY CITY
JACKSON
SAGINAW
FLINT
GRAND RAPIDS
T V

Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

complete coverage
PHILADELPHIA
trading area

NEXT WEEK

SUPER POWER

316,000 WATTS

CHANNEL 12

WDEL-TV

WILMINGTON

PHILADELPHIA OFFICE
1500 Walnut Street, Suite 1205
Telephone KIngsley 6-4020

Represented by

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

closed circuit.

JONES REPORT • Look for relatively "conservative" report from former FCC Comr. Robert F. Jones to Senate Interstate & Foreign Commerce Committee in contrast to provocative "memorandum" of his opposite Democratic number, Harry M. Plotkin. While lid has been on Jones draft, expected Friday, his report is likely to be factual, rather than speculative, and will conclude that remedies are needed in tv allocations and network practices but that their nature and scope can't be determined until all facts are available through full-dress investigation. His report will be animated by charts and graphs showing results of questionnaires undertaken by staff during preliminary study made last year.

B•T

SINCE official date of Jones report will be this Friday, feeling is that Commerce Committee will hold off hearing FCC, Justice Dept., or other affected agencies until 30 days after that date, or March 12, placing hearings week of March 14 or thereafter. This will give FCC and Justice Dept. added time to mull over Plotkin suggestions. Sen. John W. Bricker (R-Ohio), ranking committee Republican, expected to hold news conference about Friday with Mr. Jones on tap for questions.

B•T

DON'T COUNT HIM OUT • Will Harry M. Plotkin, author of memorandum for Senate Interstate & Foreign Commerce Committee serving as basis for overall inquiry, continue in Chairman Magnuson's councils? That question has arisen since release last week of his provocative report. Answer may be that while he technically wound up Jan. 31 as special counsel, he may be consulted—possibly through station clients close to chairman.

B•T

LEGALITY of tv bingo is drawing near its day of FCC reckoning as station interest mounts. KTLA (TV) Hollywood, whose license happened to come up for renewal at right time to raise issue, hopes to file answer this week to "informal" Commission inquiry about its syndicated Play Marco *show* [CLOSED CIRCUIT, *Dec. 13; B•T, Nov. 15, 1954*]. *FCC can renew without further question or call for formal proceeding to explore matter more.*

B•T

RADIO ACTIVITY • Major set manufacturers will meet with Kevin B. Sweeney, president, and other officials of Radio Advertising Bureau, Feb. 17-18, on proposed continuing campaign to maintain radio set sales at at least 15 million annually. Vigorous cooperation of broadcasters is planned, with emphasis on miniature "personal" sets, using transistors.

B•T

STATION REPRESENTATIVES ASSN. is keeping watchful eye on events surrounding proposals that networks be excluded from representation of affiliated stations, but is not beating drums on it. SRA's new president, Adam Young Jr., feels that networks are essential and is prepared to testify to that end. But he also holds it's morally wrong for them to have "complete control" over station schedules in both network and spot.

B•T

PAY-SEE DELAY • Congressional interest in all aspects of television, including whys and wherefores of subscription tv, could serve to delay FCC consideration of rule-making procedures in latter sphere. Reasons: (1) If Magnuson or Kilgore committees in Senate and Priest committee in House are disposed to examine toll tv projects, FCC may decide to await outcome, even though it has had staff dig into problem; (2) lack of funds and staff shortage, notably since FCC is now called upon to answer "Plotkin Memorandum."

B•T

ALTHOUGH there's no reorganization underway at C. E. Hooper Inc., some plans have been altered. Firm has shelved, for few months, its "Hoopereports on Tv Commercials" announced Dec. 6, 1954, for advertiser or agency to apply cost figures per commercial to compute "cost per 1,000 area homes watching per commercial second." First report was to have appeared this month. Plan now is to appear with new national ratings [CLOSED CIRCUIT, *Jan. 24*] *and follow up with tv commercial reports in simplified form and with changed pricing formula.*

B•T

GANG-UP • Don't be surprised if all unsuccessful applicants for tv channels who have filed appeals in D. C. Appellate Court get together and petition court to hear all cases in single argument. Purpose would be to force FCC to defend alleged inconsistencies before same three judges. As of last week there were six appeals from final FCC tv decisions before court: Flint, Fort Wayne, Petersburg (Va.), Portland (Ore.), Sacramento, Tampa-St. Petersburg (Fla.).

B•T

LATEST recruit in "good music" fm field, seeking to continue service through public subscription, is WBGE-FM Atlanta. "Music League of America," described as non-profit, is soliciting donations of $1 per month, says it has arranged with WBGE to rent its fm facilities seven nights weekly from 6 p.m. to midnight.

B•T

DELVING INTO PAST • Attorneys for Zenith Radio Corp. plan to take deposition from Owen D. Young, one of early RCA magnates, when proceedings on Zenith-RCA patent suit resume in New York Feb. 14, it's learned. Attorneys plan to hear RCA secretary, John Q. Cannon, and others before calling Brig. Gen. David Sarnoff, RCA board chairman.

B•T

HORSES are getting in FCC's hair again and renewal trouble may be in offing for racing town stations exploiting newest gimmick: Touts are buying morning segments to sell "tips" on day's races (from $10 to $150 and up). Listener phones station, messenger delivers tip and collects. What listener doesn't know is tout sells all horses, always can claim a winner.

B•T

BRITISH FCC? • Pressure appears building up in England for severance of 50-year-old hold of Post Office on radio-tv allocations, assignments and related matters, especially with advent of commercial broadcasting. Since Post Office is also user and considered "political," some Britishers want FCC-type independent agency established soon.

B•T

NEWLY-FORMED Chicago Broadcast Advertising Club was asked past fortnight to drop original title (Broadcast Advertising Council) because of similarity with The Advertising Council. Club is finally getting off ground after delays, one major reason being difficulty last year in getting top executive from agency or advertiser field to head it.

B•T

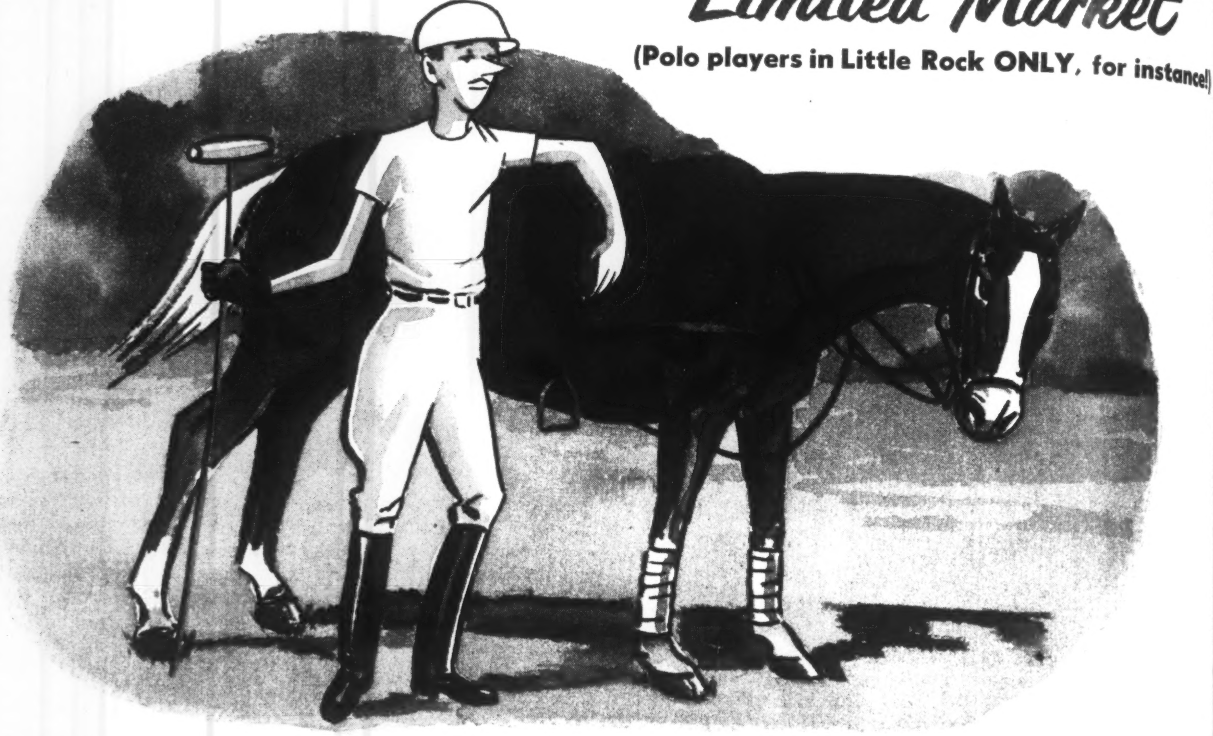
REUNION • When Comr. Frieda B. Hennock visited Kansas City last week to address Tv Workshop and Junior League, she also took occasion to call on former President Harry Truman, who had named her to FCC in 1948 for seven-year term which expires June 30. She reported to her FCC colleagues that former President was in excellent health and spirits.

B•T

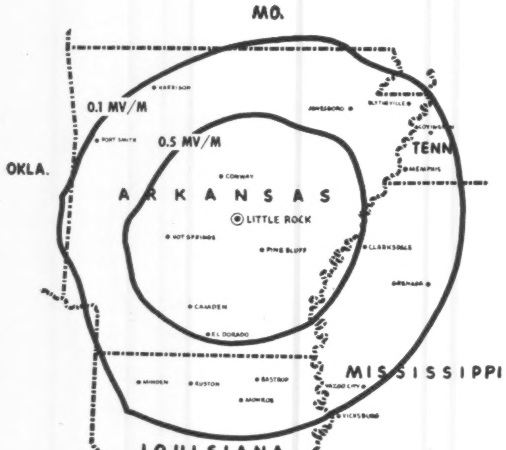
WHAT is believed to be an all-time record on FCC examiners' activities recorded during December and January. Total of 18 initial decisions were released, most of them in tv cases.

DON'T USE KTHS *IF YOU SELL A* "Limited Market"

(Polo players in Little Rock ONLY, for instance!)



DO USE KTHS *IF YOU SELL* most or all of Arkansas!


MO.
OKLA.
0.1 MV/M
0.5 MV/M
HARRISON
PORT SMITH
JONESBORO
BLYTHEVILLE
COVINGTON
TENN
MEMPHIS
CONWAY
ARKANSAS
LITTLE ROCK
HOT SPRINGS
PINE BLUFF
CLARKSDALE
GRENADA
CAMDEN
EL DORADO
MISSISSIPPI
MINDEN
RUSTON
BASTROP
YAZOO CITY
MONROE
VICKSBURG
LOUISIANA

Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

YES, there might be a few people like Reginald, above, in Little Rock—but you certainly wouldn't use KTHS to reach them, unless you wanted everybody else, too!

KTHS is Arkansas' *big* advertising medium. It's 50,000 watts —CBS—is programmed for every element of the population in this big State. So everywhere our signal's heard, there are listeners—*lots* of listeners—*buying* listeners—more than you can get with any other station in Arkansas.

Ask The Branham Co. for all the facts. It's a story of power, programming, coverage and *results*. It's a story you *need* to know!

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

STANTON SUMMONS 30 TV AFFILIATES TO PLAN STRATEGY ON SENATE PROBE

FACING challenge of Plotkin Memorandum on "Television Network Regulation and the Uhf Problem," made public Wednesday when it was delivered to Senate Committee on Interstate & Foreign Commerce (see story page 31), CBS President Frank Stanton has called emergency meeting of top officials of representative group of CBS-TV affiliates, B•T learned Friday.

So far as could be ascertained, CBS was only network to take any action on Plotkin report, which denounced network option time rights and other practices as unfair to both stations and public and urged corrective action by FCC and, if needed, Dept. of Justice as well. CBS also was only network to make public comment on report (see page 33).

Following telegram was sent Thursday over Dr. Stanton's signature:

BECAUSE WE BELIEVE PLOTKIN MEMORANDUM RAISES FUNDAMENTAL ISSUES CONCERNING FUTURE OF TELEVISION NETWORKING, WE WOULD APPRECIATE DEEPLY THE COUNSEL AND ADVICE OF A REPRESENTATIVE GROUP OF OUR AFFILIATES IN DETERMINING THE COURSE WE SHOULD FOLLOW. JACK VAN VOLKENBERG [president of CBS-TV network] AND I THEREFORE ASKING YOU TO MEET WITH US FROM 10 UNTIL 5 O'CLOCK AT THE JANSEN SUITE, WALDORF [New York], ON FEB. 9. IT IS UNDERSTOOD, OF COURSE, THAT WE WILL REIMBURSE YOU FOR YOUR EXPENSES AND WOULD BE VERY GRATEFUL IF YOU COULD ATTEND WITH, IF YOU WISH, ANY ONE OF YOUR OPERATING ASSOCIATES. FOR YOUR INFORMATION, OUR LIST OF INVITEES IS COMPOSED OF THE TOP 10, MEDIAN 10 AND SMALLEST 10 AFFILIATES IN TERMS OF NETWORK CARD RATES. BEST WISHES.

Invited to Attend

Invited to attend Wednesday's session are: Richard Slocum, general manager, The Bulletin Co., Philadelphia (WCAU-TV); George Storer Sr., president, Storer Broadcasting Co., Miami; Thomas O'Neil, president, General Teleradio Inc., New York (WNAC-TV Boston); E. V. Huggins, vice president, Westinghouse Electric Corp., New York (KPIX [TV] San Francisco); Philip L. Graham, publisher, Washington Post Co. (WTOP-TV), Washington; William F. Schmick, president, Baltimore Sun papers (WMAR-TV), Baltimore.

John W. Runyan, *Dallas Times-Herald* (KRLD-TV), Dallas; William J. McNally, chaiman of the board, WCCO-TV Minneapolis; Hulbert Taft Jr., president, WKRC-TV Cincinnati; Robert B. Ridder, president, WDSM-TV Superior, Wis.; Dorrance Roderick, president, KROD-TV El Paso; John E. Fetzer, president, WKZO-TV Kalamazoo; John Griffin, president, Griffin Grocery Co., Muskogee, Okla. (KWTV [TV] Oklahoma City).

Edward Allen, president, WLVA-TV Lynchburg, Va.; George P. Rankin Jr., president, WMAZ-TV Macon, Ga.; Jean Gannett Williams, president, Guy Gannett Publishing Co. (WGAN-TV), Portland, Me.; Humboldt J. Greig, president, WHUM-TV Reading, Pa.; Franklin D. Schurz, president and publisher, South Bend Tribune Publishing Co. (WSBT-TV), South Bend, Ind.; Bruce McConnell, president, WISH-TV Indianapolis.

John M. Rivers, president, WCSC-TV Charleston, S. C.; Wilton E. Hall, president, WAIM-TV Anderson, S. C.; Mrs. Claudia Johnson, president, KANG-TV Waco, Tex.; Ivor Sharp, executive vice president, KSL-TV Salt Lake City; W. B. Smullin, secretary and treasurer, KBES-TV Medford, Ore.; Charles Lemke, WSAU-TV Wausau, Wis.; Robert S. McCraken, president, KFBC-TV Cheyenne, Wyo.; John W. Boler, president, KCJB-TV Minot, N. D.; Joseph P. Wilkins, president, KFBB-TV Great Falls, Mont.; John B. Johnson, president, WCNY-TV Watertown-Carthage, N. Y.; Donald W. Reynolds, president, KZTV (TV) Reno, Nev.

Senate Gives Magnuson $200,000 for Investigations

SENATE Friday approved Senate Commerce Committee's request for $200,000 for investigations of networks and uhf-vhf and other fields (see story page 31).

Senate approved largest amount given committee in several years despite effort by Sen. Allen Ellender (D-La.) to reduce appropriation by $50,000.

Sen. Warren G. Magnuson (D-Wash.), committee chairman, told Sens. Estes Kefauver (D-Tenn.) and William Langer (R-N. D.), members of Senate Judiciary Committee, that if Commerce Committee finds evidence of monopoly in radio-tv or other fields he will be glad to turn it over to Sen. Harley M. Kilgore (D-W. Va.), chairman of Judiciary group.

Storer Plans Stock Split To Redeem Preferred Shares

TWO-FOR-ONE stock split and proposal to offer more than 250,000 shares to public—which would be used to reduce long-term indebtedness and redeem all preferred stock (97% owned by Jefferson Standard Life Insurance Co.)—was proposed by Storer Broadcasting Co. Friday. Financial proposal is subject to stockholders approval, with meeting scheduled Feb. 15 at Miami Beach.

Storer proposes to issue two shares for each one of 262,750 shares of common and 843,250 of commn B. If stockholders relinquish preemptive rights, Storer will issue 262,750 common shares to public through underwriters. Proceeds of public offering will be used to buy back 15,000 outstanding shares of 7% preferred stock. Stock split will go to shareholders of record as of Feb. 7.

MURROW ON BBC

BBC has arranged with CBS-TV to present series of tele-recordings of Edward R. Murrow's *Person to Person* program (CBS-TV, Fri., 10:30-11 p.m., EST), starting Feb. 17. First program will feature interviews with Eddie Fisher, singer, and Dr. Ralph Bunche, Undersecretary of the UN.

• BUSINESS BRIEFLY

DISNEYLAND EXTENDED • Sponsors of ABC-TV *Disneyland* have extended original contracts, it is understood, to cover 15 repeat programs and one brand new hour-long film. Repeats start March 16. Final program of season (June 29) is scheduled to be final report on "Disneyland," $9 million amusement park under construction near Anaheim, Cal. Sponsors are American Motors Corp., through Geyer Adv.; Derby Foods, through McCann-Erickson, and American Dairy Assn., through Campbell-Mithun.

RADIO SPOT PLANS • Carbola Chemical Co., Natural Bridge, N. Y., is preparing radio spot announcement campaign to start in April or May in about 25 U. S. markets and three Canadian markets. Contracts for 13 weeks will be through J. M. Mathes Inc., N. Y.

ORANGE JUICE PROMOTION • Golden Gift Orange Juice, Miami, placing radio-tv campaign in markets where company has distribution—about 25—starting almost immediately. Agency is Harris Whitehead, Miami Beach.

CENTRAL BUYING • New York Central Railroad, through J. Walter Thompson Co., N. Y., buying two radio spots in three cities—Toledo, Elkhart, Ind., and Fremont, Ohio—to promote special Pacemaker's excursion.

NESTLE'S IN P. R.—Nestle's, through McCann-Erickson, will sponsor Spanish language radio serial, *El Dios Matrecho,* produced by Fremantle Overseas Radio & Television, on WAPA San Juan, P. R., starting in mid-February, five times weekly.

FASTEETH TRIES RADIO • Clark Cleveland, Binghamton, N. Y. (Fasteeth), through Roy S. Durstine Inc., N. Y., normally a newspaper advertiser, turning to radio spot announcement test campaign, effective April 1, in five markets.

LINCOLN - MERCURY RADIO • Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., buying minutes and chain breaks in about 80 radio markets, effective Feb. 28, for five weeks.

3 of 4 Motorists Identify Radio Program Sponsors

THREE in four motorists can identify sponsors of radio programs heard in their automobiles and can repeat accurately much of advertising content, Advertest Research found in interview survey conducted along New Jersey Turnpike on two successive Sunday evenings in November. Survey was made for CBS Radio.

"Test" programs were Lucky Strike commercials delivered on *Jack Benny* program Nov. 14 (154 automobiles sampled) and CBS-Columbia tv set commercials on *Amos 'n' Andy Show* Nov. 21 (190 automobiles checked). Interviews were begun 10 minutes after programs left air and continued for no longer than one hour after programs were off.

Advertest reported 75.4% of auto listeners who heard test programs knew sponsors and could repeat much of copy content. Of all cars interviewed, 77% had radios in working order. In these, CBS Radio said programs tested had average rating of 23.1 with 2.8 listeners per automobile.

TOP POWER IN CLEVELAND!

WXEL is now the most powerful TV station in Cleveland (316,000 watts ERP).

WXEL is now a Storer Station – programmed to Storer standards of excellence.

A STORER STATION

WXEL, more than ever, is your best way to influence and sell the 3 billion dollar Cleveland market!

WXEL

Channel 8 Cleveland

Represented nationally by The Katz Agency

at deadline

Goodland, Kan., Tv Sought; Two Tv Stations Suspend

BID for new tv station on ch. 10 at Goodland, Kan., filed with FCC by KWGB there. Effective radiated power of 205 kw visual, 110 kw aural and antenna height above average terrain of 580 ft. requested.

Alabama Educational Tv Commission filed for new noncommercial educational station on ch. 2 at Andalusia, Ala., to be linked with commission's ch. 7 WEDM (TV) Munford and ch. 10 WEDB (TV) Birmingham. Full 100 kw ERP visual asked. Cost of construction $166,500.

Two existing tv stations Friday advised FCC of suspension of operation: ch. 11 KOVO-TV Provo, Utah, and ch. 19 KMPT (TV) Oklahoma City. KOVO-TV said it is unable to continue without network revenue. District Court bankruptcy trustee filed suspension notice for KMPT. Suspension of tv stations since freeze now totals 34 uhf, 7 vhf.

Petitions for allocation changes reported by FCC Friday: Stanley H. Durwood, majority owner ch. 16 KEDD (TV) Hutchinson, Kan., seeks to add ch. 8 there by switching educational ch. 8 KSAC-TV Manhattan, Kan., to ch. 58; Hills Bcstg. Co., contestant with Tri-City Tv Corp. for ch. 3 at Watertown, S. D. (which Hills would use at Florence), proposes area reallocation which would add ch. 3 at Bradley by substituting ch. 10 for 3 at Watertown; ch. 40 KCCC-TV Sacramento, Calif., seeks allocation of ch. 16 to Pittsburg-Antioch, Calif., by substituting ch. 15 for 16 at Red Bluff and ch. 56 for 16 at Santa Cruz.

Negroes Urged to Boycott Tv

NEGRO audience is being urged by *Afro-American* (Washington edition) to boycott all tv between 8:30-10:30 p.m., Feb. 26. Idea appears in paper's "Big Town" column under byline of James Hicks, is designed to show Negro purchasing power to sponsors, according to column.

Milwaukee Plea Dropped

FCC Friday dismissed application for Milwaukee ch. 12 filed by L. F. Gran in opposition to Hearst Corp. $2 million purchase of present ch. 12 WTVW (TV) Milwaukee (see early story page 86). Commission said application violated rule prohibiting filing of more than one application for same facility by same applicant. Mr. Gran is former chairman and still 38.5% stockholder of WTVW. Marcus Cohn, attorney for Mr. Gran, told B•T Friday that U. S. Court of Appeals would be asked Monday for injunction and other relief to force FCC to accept Gran application, hold hearing with Hearst transfer application and forbid Commission to take action on transfer application.

Heinz Starts on NBC-TV

H. J. HEINZ Co. (soups), Pittsburgh, will start sponsorship this week of *Captain Gallant of the Foreign Legion* on NBC-TV in 61 markets (Sun., 5:30-6 p.m. EST). Series is produced by Frantel Inc. and distributed by Television Programs of America, which will syndicate property in markets not covered by Heinz sponsorship. Agency for Heinz: Maxon, Detroit.

ADS VS. REDS

HIGHLIGHT of 1955 Advertising Assn. of the West midwinter conference, held at Hollywood Roosevelt Hotel, was resolution adopted by 300 agency executives from 11 western states, urging government to call on advertising profession for help in fighting Communism. Russia, according to Clair G. Henderson, AAW president, is spending excess of billion dollars per year for propaganda as contrasted with U. S. yearly budget of $55 million. Resolution asked advertising to sell "America as effectively as it has proved its ability to sell goods and services."

ARF Plans Appraisal Of Diary-Recorder Method

NEXT phase "coming soon" in American Research Foundation's review of methods of making radio and tv program audience size measurements will be "appraisal" of diary-recorder combination system, according to Dr. E. L. Deckinger, chairman of ARF's radio-television ratings review committee.

Dr. Deckinger, noting that committee's working group could only confine itself to evaluating methods in current practice, pointed out that diary-recorder system was not operating at time report was written [B•T, Dec. 27, 1954]. Diary-recorder system, announced by A. C. Nielsen Co. but not in commercial operation until later, was not considered by ARF working group, decision labeled "inconsistent" by Videodex in its comments on ARF's recommendations.

Dodge on Five MBS Series

DODGE DIV. of Chrysler Corp. has signed for participations in five major programs in Mutual's "multi-message" plan to advertise its complete line of 1955 models, MBS said Friday. Contract is for 510 stations, effective last week for eight weeks. Mutual programs to be used in campaign include *Top Secret Files, Treasury Agent, Squad Room, Official Detective* and *Counterspy*, heard Mon.-Fri., 8-8:30 p.m. (EST). Grant Adv. is agency.

Lucky Strike Adds Stations

AMERICAN TOBACCO Co. (Lucky Strike), New York, has added to its line-up for shared-time *Jack Benny Show* and *Private Secretary* (CBS-TV, Sun., 7:30-8 p.m. EST) 15 stations signed by CBS-TV for its Extended Market Plan. American Tobacco currently has programs scheduled on 167 stations.

UPCOMING

Feb. 10: Southwestern Assn. of Advertising Agencies, Skirvin Hotel, Oklahoma City.

Feb. 10-11: NCAA Tv Committee hearings, Biltmore Hotel, New York.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

For other Upcomings see page 120

PEOPLE

JACK KADUSON, with Roy S. Durstine Inc., N. Y., as an account executive for past three years, appointed vice president of agency.

JOE DERBY, trade editor of NBC and previously general assignments reporter for the *Memphis Commercial Appeal,* has resigned to join radio and television publicity department of Young & Rubicam, N. Y., effective March 1.

HOWARD S. KAISER, account executive with DuMont Tv Network and previously with *American Weekly* for 11 years as sales and merchandising executive, joins sales staff of MBS, N. Y.

H. MILTON GURWITZ, former national sales promotion manager, Melrose Distillers (Schenley Industries Div.), to Jacob Ruppert Brewery as sales promotion manager.

STANLEY C. SCHULER, General Electric Co., to Kenyon & Eckhardt, N. Y., promotion department.

Suspended Norfolk Tv Is Purchased by Agency

SALE of suspended ch. 27 WTOV-TV Norfolk, Va., by Commonwealth Broadcasting Corp. to Tim Brite Inc., Hyattsville, Md., advertising agency owned by Temus R. Bright and his wife, reported filed with FCC Friday. Consideration $17,500 plus assumption of notes due RCA for $63,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va.

Application also filed for relinquishment of control of ch. 4 KTIV (TV) Sioux City, Iowa, by Dietrich Dirks through acquisition of half-interest by Perkins Bros. Co., operator KSCJ there, pursuant to merger agreement whereby Perkins withdrew from ch. 4 contest, permitting grant of KTIV. Dirks group earlier sold KCOM there (now KMNS) to William F. Johns family for $120,000 [B•T, Dec. 6, 1954].

Rollins Broadcasting Co. filed for purchase of permit for WCFS Harvey, Ill., for $8,350 from Charles F. Sebastian, owner WTAQ LaGrange, Ill. Rollins owns WNJR Newark, N. J.; WRAD Radford, Va.; WRAP Norfolk; WAMS Wilmington, Del., and WJWL Georgetown, Del. (which it seeks to move to Philadelphia). In event of approval to WCFS purchase, Rollins would dispose of another station or application.

KJAY Topeka, Kan., Sold

SALE of KJAY Topeka, Kan., by S. H. Patterson interests to Robert Rohrs, KOA Denver salesman, for reported $105,000, announced Friday. It is subject to usual FCC approval. Mr. Rohrs, combat pilot in World War II, was salesman for WPAT Paterson, N. J., and WING Dayton, Ohio, before joining KOA. Independent KJAY operates on 1440 kc with 5 kw day, 1 kw night. Mr. Patterson also owns KSAN-AM-TV San Francisco. Transaction handled by Blackburn - Hamilton station brokers.

Kansas City Motion Denied

MOTION to dismiss the government's suit against the *Kansas City Star* (WDAF-AM-TV), alleging monopolistic practices in the advertising and news fields in the Kansas City, Mo., area, has been denied by Judge Richard M. Duncan. Defense is to resume its case today (Monday).

the week in brief

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Here's the way we go to market now . . .

Every living room is a market place in today's television world. That's where decisions to buy are made. So it follows logically: the more living rooms, the more market places; the more market places, the more buyers.

Last month Station WJTV began its third year as a vital, motivating influence on buying in the Central Mississippi market. The **first** television station in the state . . . it is still the **favorite** television station in the state. Seventy-five thousand TV homes give WJTV their almost undivided* and entirely enthusiastic attention. And the people in those homes give advertisers a huge profit potential.

It's easy to get the figures: just check with KATZ.

*October, 1954, PULSE: WJTV, most watched station 60% of the day- and nighttime; 2nd station, most watched 37%; 3rd station, most watched 3%.

WJTV

CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency

BASIC
CBS
AFFILIATE
and DUMONT

IT'S AN OL

AMERICAN CUSTOM

Once a year...on Valentine's Day...we wear our hearts on our sleeves...
go all out for sentiment and old lace...tell the ones we love, we love them.

A more recent but even more intense American habit is the way we show
our love for our local TV programs by watching them...believing them...
and buying what they recommend. It's ingrained...it's part of a pattern of life...
and it's certainly a pattern of profit for alert advertisers.

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KOA-TV	**Denver**
WICU	**Erie**
KPRC-TV	**Houston**
WJIM-TV	**Lansing**
KARK-TV	**Little Rock**
KABC-TV	**Los Angeles**
WTVW	**Milwaukee**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WATV	**New York**
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KMTV	**Omaha**
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ABC Pacific Television
Regional Network

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IN HOUSTON . . .

K-NUZ

LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

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DOLCIN
CARDUI
EX LAX
WINDEX
SOFSKIN
GULFOIL
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SKINTONE
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SSS TONIC
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or
DAVE MORRIS at KE-2581

K-NUZ Radio Ranch

K-NUZ ALSO CARRIES HOUSTON'S TOP LOCAL ACCOUNTS

IN REVIEW

CAVALCADE OF RADIO

NOSTALGIA, large juicy chunks of it. That's what was anticipated from the Jan. 30th telecast of *Toast of the Town* after Ed Sullivan had announced that this program would be devoted to a "Cavalcade of Radio," based on the reminiscences of Ben Gross, radio-tv editor of the *New York News*, of his more than 30 years on the job, recently published in book form, titled *I Looked and I Listened*.

Nostalgia was there on the Sullivan show: Paul Whiteman leading the orchestra in his classic version of "When Day Is Done"; Rudy Vallee singing "My Time Is Your Time" and the other songs that made him the top singing star of the late 20s; the Pickens Sisters, reunited after 18 years and sounding as sweet as ever; Vincent Lopez making the piano keys dance to his immortal "Nola."

Especially nostalgic were the few moments lifted from Edward R. Murrow's record album "Hear It Now," bringing back the voices of Edward VIII abdicating the throne of England for "the woman I love"; Franklin D. Roosevelt assuring the nation "we have nothing to fear but fear itself"; John Daly interrupting a program to announce the Japanese attack on Pearl Harbor; an unidentified voice reporting the Harding-Cox election returns over KDKA Pittsburgh.

Murrow, Sullivan and Pryor

There were other famous personalities whose broadcast careers span nearly the entire length of radio history: Jack Benny, George Burns, Edgar Bergen and Charlie McCarthy—picked up from Hollywood in routines fresh enough to be part of their next week's shows and timeless enough to have been taken from scripts of the early 30s when they were getting started in radio. There were Norman Brokenshire, David Ross, Milton Cross and H. V. Kaltenborn, four more veterans still very much on the job, who, for reasons best known to Mr. Sullivan and the program's producers, were forced into a ridiculous routine of recounting their most famous fluffs, all overly familiar through countless repetitions through the years.

A score of other old timers and quite a few not so old were on camera and in the spotlight as they rose to take bows from the audience, including author-columnist Ben Gross. And there was the inevitable presentation—this time of a scroll from Radio & Television Executives Society, read in Hollywood by Edward Arnold and presented to Mr. Sullivan in New York by RTES President Roger Pryor, radio-tv vice president of Foote, Cone & Belding, New York.

But where were Fred Allen and Jack Pearl and Amos 'n' Andy and Bing Crosby and Kate Smith and . . . but any longtime listener would prefer to compile his own list. And what was Eve Arden doing using up precious minutes with an inane sequence from *Our Miss Brooks* while Ed Wynn was allowed only a bow?

Let's hope Mr. Sullivan makes good on his promise to base another program on Mr. Gross' book. The first one was a good show, but it failed to do full justice either to the book or to *Toast*'s vast audience. No fooling, kids, radio was really better than that.

Production costs: Approximately $30,000.

Sponsored by Lincoln-Mercury Dealers through Kenyon & Eckhardt.

Producers: Marlo Lewis and Ed Sullivan (Mr. Sullivan also master of ceremonies); director-choreographer: John Wray; musical director: Ray Bloch.

Guests on special Jan. 30 Cavalcade of Radio *program of* Toast of the Town *series on CBS-TV, Sun., 8-9 p.m. EST: Jack Benny, Edward R. Murrow, George Burns, Eve Arden, Bob Rockwell, Gale Gordon, Rudy Vallee, Gertrude Berg, Edward Arnold, Milton Cross, Norman Brokenshire, Roger Pryor, Ed Wynn, Art Linkletter, Ed and Pegeen Fitzgerald, Vincent Lopez, Andre Baruch, Red Barber, David Ross, Ted Mack, Jay Jostyn, John Gambling, George Shelton, Paul Whiteman and orchestra, Ben Grauer, Lanny Ross, Jessica Dragonette, Harry Von Zell and 19 daytime serial heroines.*

SO THIS IS HOLLYWOOD

FRANTIC might best describe *So This Is Hollywood*, a late entry on the list of tv situation comedies. The basic premise of a series depicting the attempts of four young people on the fringes of the movie world to crash through its innumerable barriers to wealth and stardom is fresh and sound. A good percentage of American youth all over the nation would like to do just that.

The central characters are Virginia Gibson, an aspiring extra; Mitzi Green, her stunt girl friend; Jimmy Lydon, their agent, and Gordon Jones, stunt man. The extra is sweet but helpless; the agent is overanxious and willing to promise anyone anything; the stunt twosome are more eager than bright.

In the opening program, "The Mink Coat," the foursome snagged a mink coat for the heroine so she could get a speaking part that called for one. The second, "Local Girl Makes Good," dealt with their efforts to impress a columnist from her home town paper with her importance in the movie capital. Both moved along at a fast clip and both contained their quota of comedy situations and laughable lines.

The trouble was, they weren't very interesting. The reason they weren't is that their creator-producer, Edmund Beloin, never got around to deciding what kind of a show he was shooting. As each episode passed across the tv screen it veered from satire to low comedy to farce without ever settling into any of those styles, much the way the marble in a pinball machine will wobble down the full length of the board without dropping into a numbered hole. The result was the same: no score.

Production costs: approximately $30,000 per program.

Sponsored by Toni Co. through Weiss & Geller.

Produced on film by Arrowhead Productions. Telecast on NBC-TV, Sat., 8:30-9 p.m. EST.

Producer: Edmund Beloin; director: Richard Bare.

Cast: Mitzi Green, Virginia Gibson, Jimmy Lydon, Gordon Jones.

Writers: Edmund Beloin, Dean Reisner.

TOPS!

ONE OF THE NATION'S TOP TEN MARKETS . . . .

OKLAHOMA CITY
KWTV

. . . . THE TOP TV STATION IN OKLAHOMA CITY

Forbes magazine has listed Oklahoma City as one of the "Ten Best Cities" for seven consecutive months. Oklahoma City was the only city listed in the top ten every month for the seven months through November. *Sales Management* magazine listed Oklahoma as a "Preferred Sales City" for eight consecutive months!

To reach a bigger, more responsive audience at less cost in the prosperous Oklahoma City market, use KWTV—the top station in the top market for top sales! Call *Avery-Knodel* for availabilities . . . today!

WORLD'S TALLEST VIDEO TOWER

KWTV Channel 9 CBS

OKLAHOMA'S NO. 1 TV STATION

AFFILIATED MANAGEMENT
KOMA-CBS Radio

EDGAR T. BELL
Executive Vice President

FRED VANCE
Sales Manager

Your KEY To
$300,000,000.00

The Richest NEGRO
Market in the U.S.A.

SELL the tremendous
NEGRO MARKET
of
DURHAM – RALEIGH
And Eastern North Carolina
with

WSRC

DURHAM, N. C.

1410 Kc • 1000 watts

"Only Station in Eastern North Carolina Programming Exclusively to this great Negro Market."

0.5 MV/M 138,750 Negroes
0.1 MV/M 187,350 Negroes

"Negroes have highest income per capita than any area in U.S.A."

The only possible way to reach this market is through

WSRC

For Full Details
Write, Wire or call:

JOHN C. GREENE, JR.-MGR.

or Contact our Reps:

Nationally—RAMBEAU
Southeastern—DORA-CLAYTON

OPEN MIKE

Negro Market Radio

EDITOR:

Your report of the Negro radio seminar [B•T, Jan. 31] was most interesting. I'm very happy that Negro radio has grown to a point where Madison Avenue feels it is worthy of a special discussion. . . .

WILY [Pittsburgh] has been broadcasting a formula of rhythm, blues and spirituals since Aug. 19, 1954, to the Pittsburgh market containing a Negro community of approximately 175,000. However, we have added to this formula a strong dose of vigorous community service. In six months our billings have increased 400%. . . .

Ernie Tannen
V.P. & Gen. Mgr.
WILY Pittsburgh

Ambitious, Inexpensive Youth

EDITOR:

This uhf station suspended operations for one month, reviewed the situation, then returned to the air Dec. 10, 1954, determined that there is a way for uhf. The "u" no longer stands for "ulcer." Now it is "unorthodox," and successfully so.

Details of our revised operation are available to anyone in the trade on request. . . . We have turned, to a degree, to ambitious, inexpensive youth as is testified by the accompanying photo

. . . of my son Bill Blanford who at 14 [we think] is the youngest television control board operator in the business. This is a challenge!

Bill controls audio, video, switches slide and films and directs floor operations like a veteran. He's happy and so are we . . .

George Blanford
Business Manager
WPFA-TV Pensacola, Fla.

Number One

EDITOR:

Your article on "Coming in the Back Door to Cover a Major Market" [B•T, Jan. 17] should be Number One reading for all tv. You have, in a few paragraphs, explained the complete story on tv economics. You deserve an Oscar.

J. R. Poppele, Chief
Broadcasting Service
U. S. Information Agency
Washington, D. C.

Ten Seconds to Kill

EDITOR:

Yesterday I received the following TWX from ABC Hollywood:

FILM DIRECTOR, KBTV DENVER, COLO. THE READERS DIGEST SHOW PROD NBR 107.03 "MRS. ROBERT LOUIS STEVENSON" RUNS 29-40. IF THIS EXTENDED LENGTH OF SHOW CAUSES SCHEDULE DIFFICULTIES EDIT THE FILM ACCORDING TO THE FOLLOWING INSTRUCTIONS. IF YOU BICYCLE YOUR PRINT ON TO ANOTHER STATION PLS INFORM STATION IF YOU EDIT THE PRINT. EDIT AS FOLLOWS IN ORDER TO MAKE FILM TIME 29 MINUTES 30 SECONDS STOP MEASURE DOWN FROM ACADEMY START MARK ON 16 MILLIMETER FOOTAGE COUNTER TO 687 FEET PLUS 35 FRAMES STOP THEN CUT OUT 2½ 16 MILLIMETER FEET OR 96 FRAMES STOP THIS CUT WILL ELIMINATE PART OF TWO SCENES THE REVERSE ANGLE OF A BOAT AND A MED. LONG SHOT ABOARD BOAT DASH GIRL FIRES GUN STOP AFTER SPLICING CONTINUE IN FOOTAGE COUNTER TO 795 FEET PLUS 28 FRAMES FROM START MARK AFTER DEPLETION STOP THEN CUT OUT 9½ FEET OF 16 MM FOOTAGE OR 380 FRAMES STOP THIS CUT WILL ELIMINATE PART OF BOAT IN STORMY SEA A MED. TWO SHOT INSIDE STATE-ROOM IN BOAT, A CLOSEUP OF SAILOR IN DOORWAY AND A PART OF A TWO SHOT INSIDE STATE-ROOM OF BOAT. REGARDS.

Hey, boy. Get me a bottle of aspirin, I gotta show to get on the air.

W. L. Murray
Film Manager
KBTV (TV) Denver, Colo.

Calling All Braggers

EDITOR:

From time to time, various correspondents write you to brag on their stations; the total age of the staff's experience, how many hams in the engineering department, etc.

I would herewith like to initiate a new brag contest: the station with the largest total number of televiewers per set.

Can anybody match this one: in a recent contest conducted by WROM-TV for finding the family with the most folks watching our *Saturday Nite Jamboree*, the winning entry, from Lyrely, Ga., showed a total of 32 people stacked in a living room, watching one tv receiver!

Before other station people hasten to their typewriters to top this figure, let me mention that the set penetration in the county in question is currently 51%, which makes this all the more interesting!

Ed McKay
Manager
WROM-TV Rome, Ga.

Telecasting Maps

EDITOR:

I am very pleased with the TELECASTING map of the U. S. and Canada. This is an exceptionally fine job and I am planning to have it framed and hung in my office . . .

Martin C. Hansen
Assoc. Media Director
Compton Advertising Inc.
New York

EDITOR:

. . . a fine piece of work and will be very helpful to me . . .

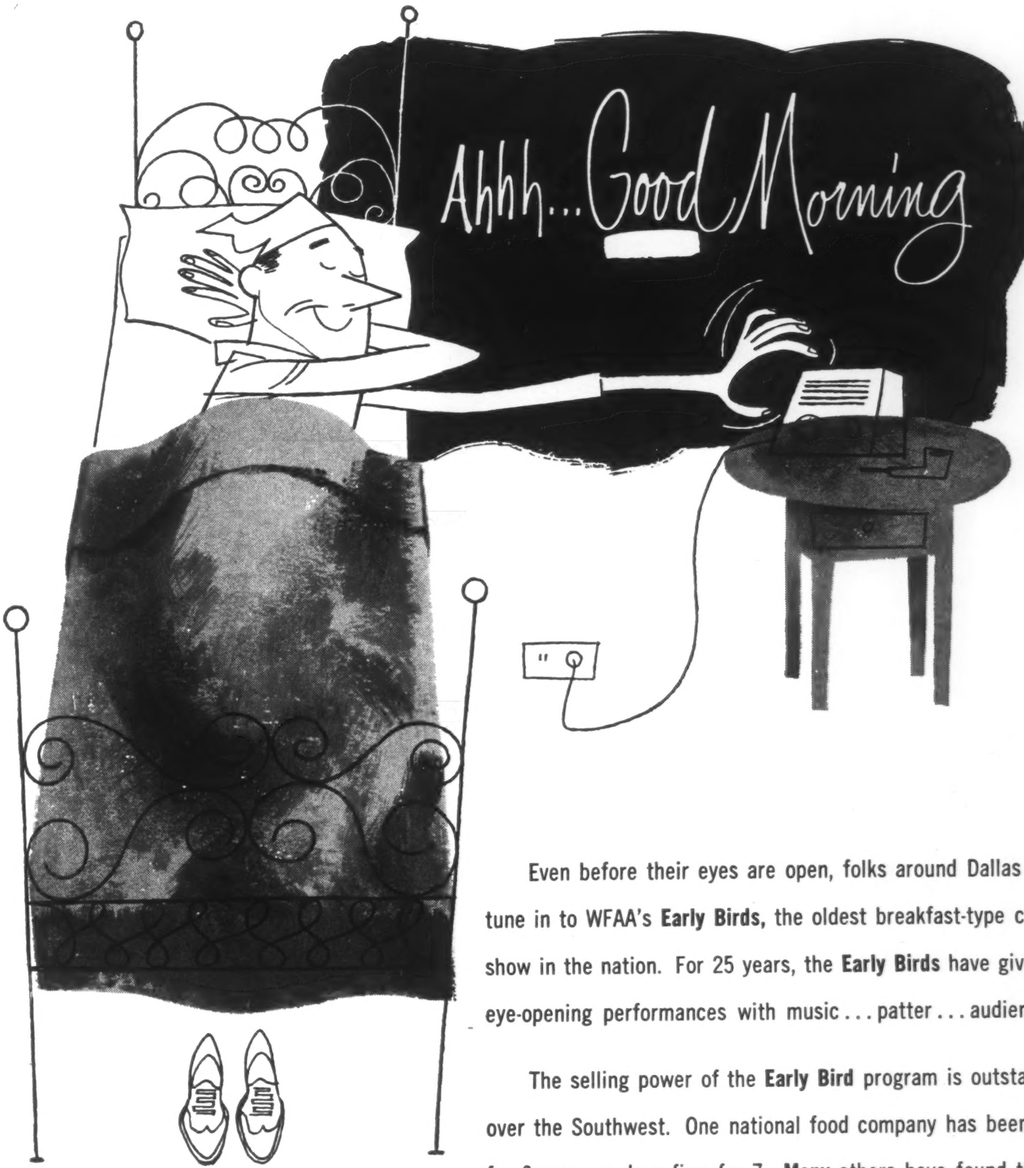
Arthur S. Pardoll
Director, Broadcast Media
Foote, Cone & Belding
New York

EDITOR:

. . . It will be put to good use. As a matter of fact, I have had it mounted and already some other timebuyers have consulted it . . .

R. A. McLean Jr.
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: TELECASTING maps, suitable for framing, show all tv cities in the U. S. and Canada, each marked with a symbol denoting the number of tv stations it has, and include a list of all tv stations on the air in both countries. They are available from B•T at $1 for single copies, $4.50 for five, $8.50 for 10, $20 for 25, $37.50 for 50 and $70 for 100.]



Even before their eyes are open, folks around Dallas tune in to WFAA's **Early Birds,** the oldest breakfast-type comedy-variety show in the nation. For 25 years, the **Early Birds** have given eye-opening performances with music . . . patter . . . audience participation.

The selling power of the **Early Bird** program is outstanding over the Southwest. One national food company has been a sponsor for 6 years; a drug firm for 7. **Many** others have found the **Early Birds** to be top-notch salesmen for a variety of products.

Latch on to the high-flying **Early Birds** of WFAA. Then watch **your** sales go soaring!

See the Petry man for details.

A Clear Channel Service of the Dallas Morning News

WFAA *Dallas*

50,000 WATTS · NBC

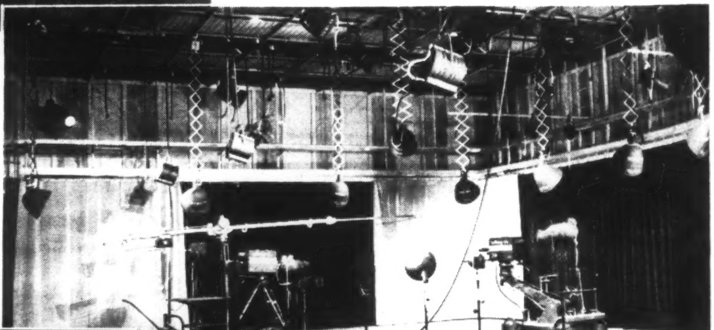
Alex Keese, *Manager*
Geo. Utley, *Commercial Manager*
Edward Petry & Co., Inc., *Representative*

All dressed up to sell . . . *your product!*

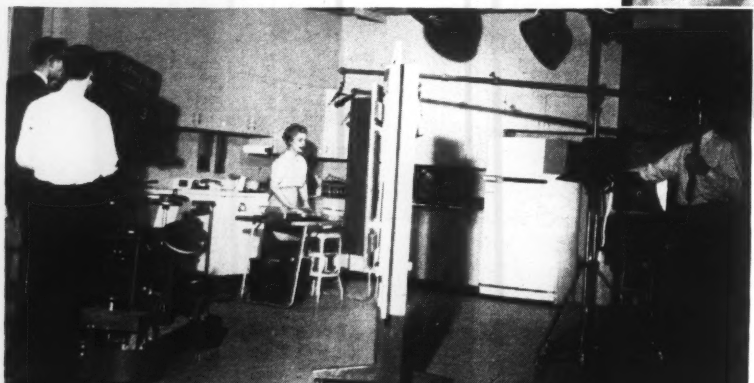
WFMY-TV, Channel 2, Greensboro, now occupies its new million dollar facility . . . beaming tops in CBS shows, tops in local programming to some 2 million viewers in the prosperous Piedmont section of North Carolina and Virginia. WFMY-TV has had over five years experience telecasting to this great industrial area.

One of the most modern telecasting structures in the country now houses WFMY-TV's transmitters and studios. To help you sell your product, there are 39,000 square feet of production facilities.

Ample space has been provided for conference and client rooms. Other sound proof rooms allow clients and visitors to view and preview films and live productions.

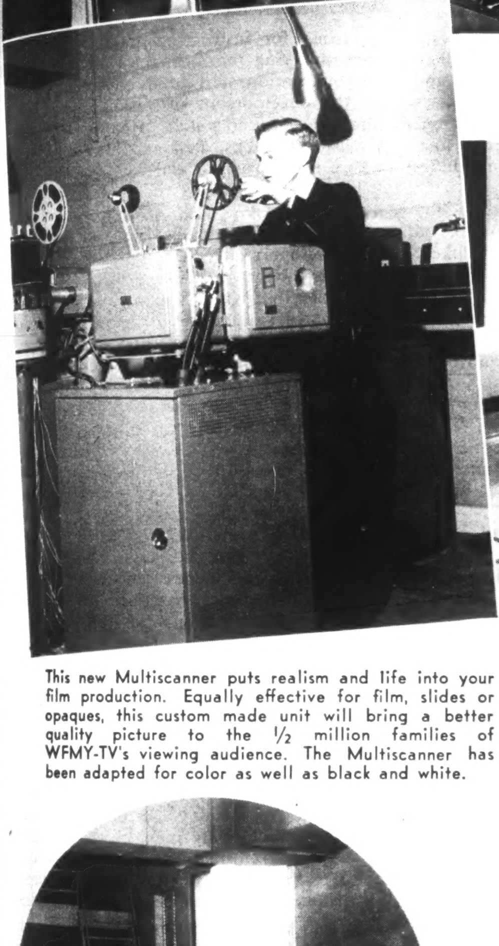


Studio 1 — With over 2,600 square feet of floor space (42 ft. x 62 ft.), major productions can be handled with ease. There are four cameras, plus the most modern Kleig lighting available for commercial or dramatic productions. Seating arrangements can easily accommodate a studio audience of 300.



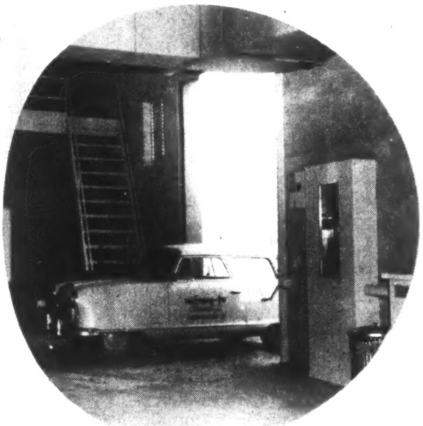
Studio 2—A modern, well equipped kitchen is the focal point of this acoustically perfect studio. In addition, there is 1,200 square feet of studio space (30 ft. x 40 ft.) for smaller studio production. A complete carpentry and paint shop is available for production of necessary props and sets.

The finest control and transmitting equipment has been installed in the new WFMY-TV. Now on maximum 100,000 watts power, WFMY-TV's 2-million viewers are assured of a brighter, clearer picture.



This new Multiscanner puts realism and life into your film production. Equally effective for film, slides or opaques, this custom made unit will bring a better quality picture to the 1/2 million families of WFMY-TV's viewing audience. The Multiscanner has been adapted for color as well as black and white.

Completely equipped and expertly lighted dressing rooms provide space for quick changes and storage of costumes.



Over 14,000 square feet are available for storage of props and sets, with lock bins for secure storage. The mammoth rear door leads into Studio I, accommodating any wheeled vehicle up to and including a trailer-truck over 14 feet high.

Now there's a brighter, clearer sales picture for your product in the Prosperous Piedmont section of North Carolina and Virginia . . . home of WFMY-TV.

Telecasting from its new million dollar facility, WFMY-TV completely covers this 46 county area of North Carolina and Virginia—a $2.3 billion market for you.

With WFMY-TV beaming to 2 million potential customers, with full 100,000 watts power, you can expect a brighter sales picture for your product.

Call or write your H-R-P man today for the story of this greatly expanded market.

wfmy-tv

Channel 2

CBS

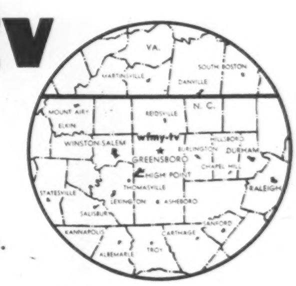
Basic Affiliate

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco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wfmy-tv
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KANNAPOLIS
CARTHAGE
ALBEMARLE
TROY

MARCHIN' thru GEORGIA
WMAZ-TV 13
WMAZ-RADIO 940
FM
ME TOO!
13

"MO" has lots of meanings—what with Jack Webb, postmasters and broadcasters getting into the act.

Reckon when you come right down to it, however, "MO" has really meant "mo' business" to nearly all television stations in their early days of travail (WEBSTER: Toil, esp. painful effort or exertion).

"What's our MO?", I asked in my best Sgt. Friday manner, and did I get a surprise when I sat down to count.

Yessir, 154 different postmarks from the state of Georgia, not to mention twenty-six from six other states! The sales ran into the thousands and practically everybody was happy—the clients, the viewers, the station, and even my wife who was so pleased with one item she called up and re-ordered at straight COD rate!

All goes to show that we got 'em for you; I mean Customers with a big "C", just sittin' out there seeing Lucky 13 and waiting for our Black Cat boys to step on camera and tell 'em to go buy your product.

Thirteen's a natural down here in Georgia; it's the MO (let's make that "method of operation") that doesn't "offer" or "invite" but that sells, rings the cash register, brings in the moolah, the long green—or what do you want to trade?

Avery-Knodel will handle your TV order, or you can see Katz for the same kind of hard-hitting radio operation. We'll do the job either way you say and drop the proceeds into the collective bank account.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to FREDERICK ADOLPH NILES

ANY weekday morning along about 10:15, nearly 10 years ago, you might have walked into a small studio at WAAF Chicago and observed a dapper young man sorting out discs for his record program. Or, perhaps later, caught him busily preparing copy for a five-weekly news commentary on the same independent station.

If you were to seek him out today, you would head for a reconverted roller rink on Chicago's West Washington Blvd. where, likely as not, he'd be on the set of the new Eddie Arnold film show or a video commercial.

Fred Niles has come a long way in that span, and so has Kling Studios Inc. as a producer and distributor of tv programs and commercial spots.

Mr. Niles got in on the ground floor of television at Kling because, as he puts it, "I felt television would be the No. 1 industry and that film would become more important than radio transcriptions." In a reminiscent mood, he acknowledges that he "gambled on film."

The gamble has proved a successful one—both for Kling, which now maintains a television and motion picture division, and for Mr. Niles, who is vice president in charge of these activities (Kling Film Productions).

Kling is unlike any film company of its kind in the country and has enjoyed steady growth (in terms of billings and facilities) in recent years. Part of the reason for its success is its highly-regarded diversification policy.

Another is Mr. Niles' own diversified background and his shrewd-sure appraisal of the film field in which Kling competes for the advertiser's film dollar. More and more, as Kling has emerged as a name to be contended with in Chicago advertising circles, so has Mr. Niles. His own background comprises elements of theatre, journalism, newscasting, information, education (and even disc jockey).

A native of Milwaukee, where he was born Sept. 13, 1918, Frederick Adolph Niles might have followed his father's banking career. His early interests were news and drama, even at the U. of Wisconsin, although he majored in psychology and speech. A "best actor" award as a senior led momentarily to a dramatic tour after election to a men's drama club—but it didn't deter him from entering the radio field after his graduation with a BA in 1940.

Mr. Niles joined WMAM Marinette, Wis., in the late '30's writing news and handling commentary. He later became associated with KGLO Mason City and KVFD Fort Dodge, both Iowa, in similar capacities. Early in 1940 he was appointed news editor at WAAF Chicago, but his promising career was nipped by the war.

During wartime Army service he was responsible for instructing and training servicemen, applying the mechanics of indoctrination and orientation. His duties consisted of lectures on the development of various media (radio, films, newspapers, etc.). He was stationed at Carlisle Barracks, Pa., and at Ft. Sill, Okla., where he also wrote and edited news.

In 1946, Mr. Niles returned to his original news post at WAAF.

For a spell, with television starting to blossom commercially, Mr. Niles thought about launching his own package program company. But word that Kling Studios Inc. was considering the formation of a separate division for these activities led him to contact the firm.

He set up the division and went on to supervise the production of commercial spots for a number of clients including Motorola Inc., Elgin-American Div. of Illinois Watch Case Co., Admiral Corp., Standard Oil Co. (of Indiana) and a host of beer and soft drink accounts. In recent years Kling has expanded its production and program syndication activities to a point where television now accounts for perhaps 75% of all its business. (Within the past year its overall business, including that of its Hollywood facilities, has risen 75%, too.)

Mr. Niles also has supervised Kling's physical expansion in Chicago where the corporation bought a mammoth roller rink and fashioned it into an eye-catching plant with complete factilities and personnel, and in Hollywood, with the purchase of the one-time Charlie Chaplin movie lot.

He still feels there is a potential for the development and creation of daytime strip shows which he claims can be shot at Kling in Chicago at relatively inexpensive cost. He envisions programs filmed in cycles (say, five episodes per weekly series) and tailored for small and non-interconnected station operators.

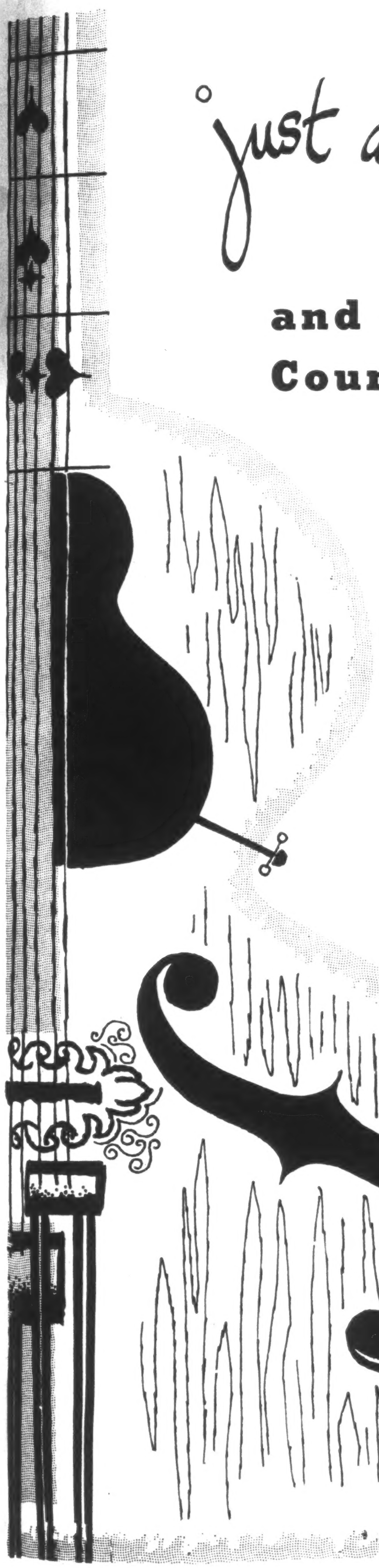
Under Mr. Niles, Kling has already produced and syndicated such packages as *Old American Barn Dance, Music with the Hormel Girls* and *Boxing from Rainbo,* among others.

Mr. Niles tells you frankly he wants to make Kling the largest company of its kind in the country. He seems to be well on the way toward this ambition. (One example: the company recently announced it was going into the full-length motion picture field. Another: it plans to expand its other offices throughout the nation. A third: emphasis on industrial, sales training and other diversified film services with which Kling salesmen go into the field.)

Combining interests in photograph and painting, Mr. Niles lives with his wife, the former Jane Turner and two daughters—Stephanie Jane, 6, and Deborah Susan, 2—in suburban Winnetka. He is a member of Alpha Tau Omega fraternity.

just a guitar-picking minute

and we'll tell you about Country Music in Indiana



Call it hill-billy or call it folk music. Call it country music. Call it what you will. Here at WFBM (Radio *and* TV) we call it excellent for producing audiences.*

This is Charley Gore.

These are Herb and Kay Adams.

These are The Rangers.

Indiana Hoedown, featuring Gore, Herb & Kay, and The Rangers, is on WFBM-TV from 10:30 to 11:00 every Monday evening, and 10:00 to 10:30 Saturday evening.

The Herb & Kay Show is on WFBM-Radio daily at 11:05-15 AM.

The Charley Gore Show with The Rangers, is on WFBM-Radio daily at 5:30-45 PM.

Hoosier Farm Circle, Indiana's oldest farm program, features the entire group for a half hour daily on WFBM-Radio at 12:30 PM.

Participations or entire sponsorships are available, subject to prior sale. Check the Katz Agency or the stations.

**Data upon request*

WFBM AM & TV

INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

For the **right** start in **Color-TV...**

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

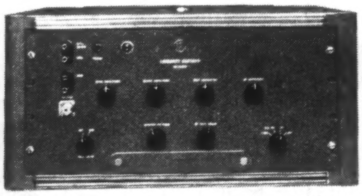
The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

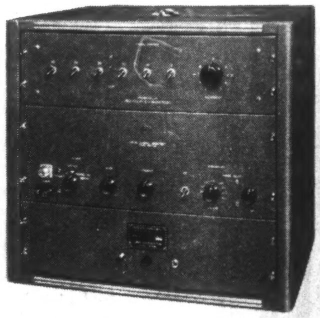
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION ***CAMDEN, N.J.***

You will need all of these 5 instruments for color test and measurement...

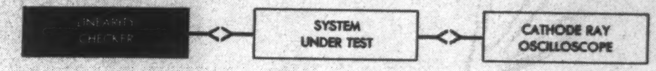


LINEARITY CHECKER
WA-7B

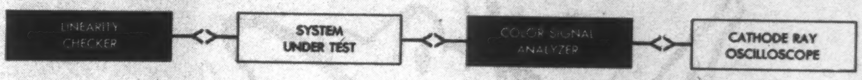


COLOR SIGNAL ANALYZER
WA-6A

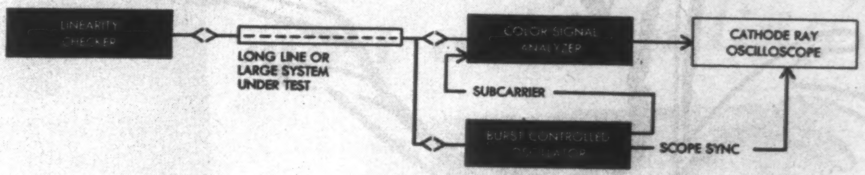
① Linearity Checker and Oscilloscope test for differential gain.


LINEARITY CHECKER
SYSTEM UNDER TEST
CATHODE RAY OSCILLOSCOPE

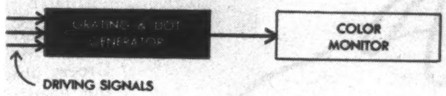
② Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.


LINEARITY CHECKER
SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE

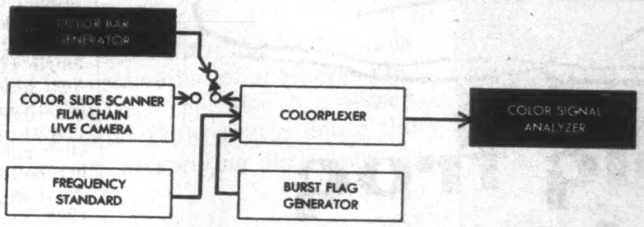
③ Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.


LINEARITY CHECKER
LONG LINE OR LARGE SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE
SUBCARRIER
BURST CONTROLLED OSCILLATOR
SCOPE SYNC

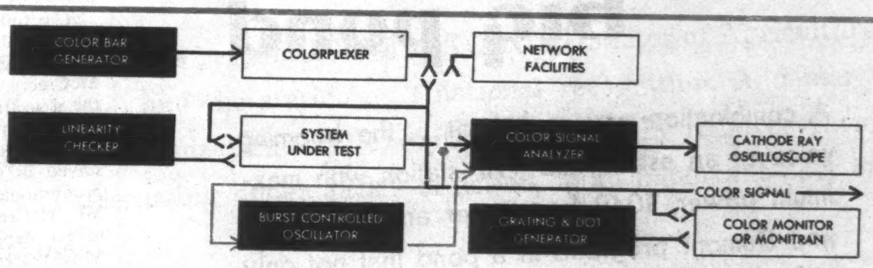
④ Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.


GRATING & DOT GENERATOR
COLOR MONITOR
DRIVING SIGNALS

⑤ The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

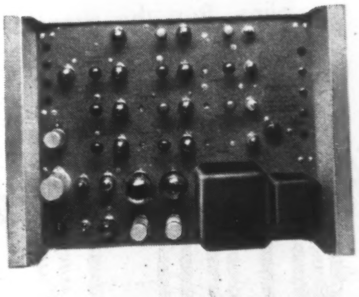

COLOR BAR GENERATOR
COLOR SLIDE SCANNER FILM CHAIN LIVE CAMERA
FREQUENCY STANDARD
COLORPLEXER
BURST FLAG GENERATOR
COLOR SIGNAL ANALYZER

⑥ Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.


COLOR BAR GENERATOR
COLORPLEXER
NETWORK FACILITIES
LINEARITY CHECKER
SYSTEM UNDER TEST
COLOR SIGNAL ANALYZER
CATHODE RAY OSCILLOSCOPE
COLOR SIGNAL
BURST CONTROLLED OSCILLATOR
GRATING & DOT GENERATOR
COLOR MONITOR OR MONITRAN

BURST-CONTROLLED OSCILLATOR
WA-4A

GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D

big frog
big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all — then watch your sales curve climb.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO. INC.

DORIS A. WATERS

on all accounts

OF DORIS A. WATERS, a transplanted Southerner now media director and timebuyer for Walter McCreery Inc., Beverly Hills, Mr. McCreery observes, "Here is a girl who came into the agency business untrained and inexperienced and who learned the business from the ground up. She started eight years ago as a typist, doing general office work, and now is our media director. She is an excellent example of the opportunities which are open to fine young women like Miss Waters in the advertising field."

Born in New Orleans and educated in that city's public school system, Miss Waters started her business career in 1943, when she joined the Federal Reserve Bank of that city. In 1946, she became a secretary with the Higgins Industries.

The following year she decided to see what California's sunny slopes had to offer. She resigned and was interviewed by Smith, Bull & McCreery, predecessor of the present agency, the day after she arrived. The following day, she started her agency career.

When Smith, Bull & McCreery was dissolved in October 1949, she was engaged in promotional work. She elected to remain with Mr. McCreery and two years later joined the media department. The petite and capable Miss Waters assumed her present duties last November.

The McCreery agency has a number of amusement field clients, including The Ice Follies (radio-tv advertising in Los Angeles and several other areas) and the Los Angeles American Legion Council (annual July Fourth fireworks show). For those, as well as other McCreery clients, Miss Waters finds a combination of radio and tv works best. While tv has great impact, it is her observation that radio spot announcement saturation campaigns produce the best results for such clients.

With certain reservations, she feels disc m.c.'s with loyal followings are important in advertising campaigns. Her main reservation lies in the practice among some of overloading their programs with commercials. This, Miss Waters believes, causes her clients' advertising to lose its effectiveness and her choice of stations and personalities is determined, in large part, by whether they use discretion in not accepting too much business.

Besides a "fair" game of tennis and bowling (averaging 125 a game), Miss Waters finds relaxation in her spare time by reading approximately three books a week.

AMERICAN FARM BUREAU FEDERATION AWARD
TO
JACK JACKSON
KCMO

“. . . . nation's most outstanding”

Jack Jackson, Director of Agriculture for KCMO adds another laurel to his impressive list of achievements. The American Farm Bureau Federation has named Jack as the nation's “Radio Farm Editor doing the most outstanding work in interpreting agriculture to the American public in 1954 . . .”

Intelligent handling of his responsibilities as KCMO's Director of Agriculture has brought Jack . . . and the station . . . national recognition. And many important sponsors recognize that this exceptional quality in KCMO's farm broadcasting and telecasting under Jack's direction, is an important part of their selling plans.

To reach more of rural Mid-America with the greatest impact, let an expert in the field tell your sales story via KCMO-Radio and KCMO-Television. Call today for further information.

KCMO TV-Channel 5 Radio-810 kc.

Affiliated with Meredith Publishing Company—Publishers of Better Homes and Gardens...and Successful Farming

KCMO Broadcasting Co., 125 E. 31st St., Kansas City, Mo.—The Katz Agency, Rep.

Dan Daniel
Star of **"Star Studio"**
12:00 to 1:00 PM Monday-Friday

Stars **Sell** on
Alabama's
greatest TV station

WABT

Mid-day movies attract a large audience of people who have finished the morning chores and are ready to relax. Dan Daniel, host for the show, has a casual, friendly manner that keeps viewers looking and listening. Consistently high quality films and well-known movie stars shown on "Star Studio" assure audiences that tune in every weekday.

You can **SELL**
Your Products
to Alabama folks

If you **TELL**
them on programs
they enjoy seeing

Represented by
BLAIR-TV

IN PUBLIC INTEREST

Music for Youth

WGMS Washington, in collaboration with the District of Columbia Board of Education, is airing two series of music courses which have been adopted as part of the regular curriculum in the local elementary schools, the station reports. Series "A," *A Musical Party,* is aimed at children from kindergarten through the third grades. *Exploring Music,* series "B," is designed to be of interest to fourth, fifth and sixth graders. Each series is to be broadcast twice weekly locally and plans are being considered to make the programs available to stations in other cities. The programs are 15 minutes in length.

$175,900 for UCP

WAAM (TV) Baltimore collected $175,900 for United Cerebral Palsy during its 18-hour "Celebrity Parade for Cerebral Palsy." The total is 25% higher than that reached during the station's telethon the previous year, the station reported.

Penny Parade

AS A GESTURE of American friendship toward the people of Italy, WHOD Pittsburgh, through Tony Ortale and Nat Calabro of the station's *Italian Hour,* collected 16,892 pennies to buy an Italian flag to be presented to the mayor of Trieste, part of which has been returned to Italy by international agreement. The money, collected from Italian-American Pittsburghers, not only paid for the flag but left enough over so that candy could be purchased for orphaned Trieste children.

$30,000 for Food

OVER $30,000 has been pledged by listeners of ABC's *Breakfast Club* to the CARE overseas food-package program. Don McNeill, program host, made an appeal for the fund on the show which is on both radio and tv.

'McGees' for Easter Seals

A SPECIAL *Fibber McGee and Molly* program has been tape-recorded in Hollywood by NBC Radio personalities Jim and Marian Jordan for release shortly to all radio stations and featuring a plea to support the forthcoming Easter Seal campaign, conducted annually by the National Society for Crippled Children and Adults. The program was written by Phil Leslie and produced by Max Hutto, with Bill Thompson ("Old Timer") and Arthur Q. Bryan in the cast.

'Benefit for Polio'

WCOJ Coatesville, Pa., through a "Benefit for Polio" run in a local auditorium, raised $800 for the fight against the disease. Additional funds were raised by requesting pledges for the drive from listeners who called in during the broadcast day requesting dedications.

Sixty Prompt Volunteers

HALF AN HOUR after WNEB Worcester, Mass., broadcast an appeal for emergency blood donors, on behalf of the Worcester City Hospital, 60 people appeared at the hospital ready to donate, the station reports.

March in Muncie

WLBC-AM-TV Muncie, Ind., simulcast a six-hour Sertoma Club auction which netted $8,700 for the local March of Dimes drive. Two hundred auction items were donated.

CITATION for their part in raising a year's supply of food, other merchandise and gifts, and $2,000 in contributions for the 60 boys at Missouri's Boys' Town is presented to John Bayer (r), manager of the St. Louis Sales Div. of Magic Chef, and Phil Stevens of KMOX St. Louis, by Mary Glastris, executive secretary of Boys' Town. The pre-Christmas party was staged Dec. 18 at Magic Chef's showrooms in St. Louis [B•T, Dec. 27, 1954].

Pooled Talent in Worcester

WTAG, WNEB, WAAB, WORC and WWOR-TV, all Worcester, Mass., are pooling their talent for daily shifts in a downtown March of Dimes booth where they play records and take contributions.

WBEX Aids Stranded Family

WBEX Chillicothe, Ohio, went to bat for a stranded family of six children and their mother, all hospitalized in Chillicothe in a traffic accident which resulted in the death of another child and the children's father, and collected over $2,100 in cash plus use of a car, volunteer drivers, and donations of gas and oil to get them back to their home in Michigan.

Charity Benefits From Competition

WHHH Warren, Ohio, disc jockeys John Peterson and Bill Burford are engaged in a contest to see which one can raise the most money for the polio campaign. The friendly competition is to be climaxed by a "Polio Ball" at which the winner will auction off the loser as a "slave" for a morning.

Another Phase of Polio Drive

COLLECTION BOXES have been placed at all Cincinnati bowling alleys, under the auspices of WKRC-TV there and the local Bowling Proprietors Assn., to help raise money for the campaign against polio. For one week bowlers "bowl for polio." Station talent paid $1 for each pin left standing during a special promotion boosting the bowling drive.

Housing Problems Highlighted

WOOD-TV Grand Rapids, Mich., in cooperation with local civic and municipal organizations, presented a filmed series on housing conditions in Grand Rapids which resulted in a number of sub-standard dwellings being condemned by the health department and revisions in the city's housing ordinance—a series of laws, according to the station, which had not seen revision since 1922. Grand Rapids city manager gave the station direct credit for instigating the movement for housing reform.

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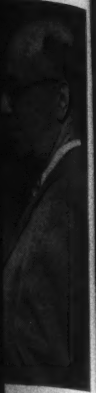

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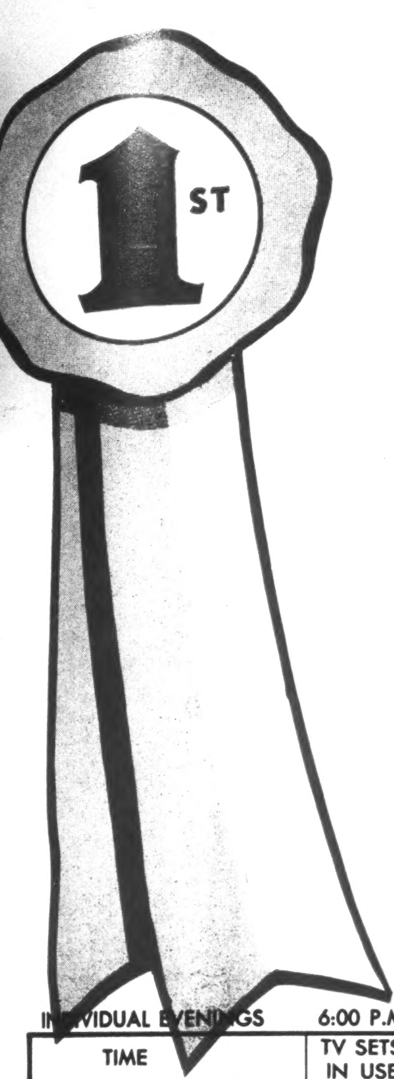


WSAZ-TV BY 3 TO 1

IN HOOPER NIGHT-TIME AVERAGE

Average 74% share of the HUNTINGTON-CHARLESTON television audience, Sunday through Saturday, 6:00 PM-12:00 Midnight, according to measurement by C. E. HOOPER, INC., October 1954.

HOOPER TELEVISION AUDIENCE INDEX

SHARE OF TELEVISION AUDIENCE OCTOBER 1954

TIME	TV SETS IN USE	WSAZ-TV	STATION B	STATION C
MON. THRU FRI. 7:00 A.M.-12:00 Noon	17	71	50*	--
MON. THRU FRI. 12:00 Noon-5:00 P.M.	17	53	47	--
SUNDAY 12:00 Noon-6:00 P.M.	37	78	22	--
SATURDAY 7.00 A.M.-6:00 P.M.	21	70*	30*	--
MON. THRU FRI. EVE. 5:00 P.M.-6:30 P.M.	33	73	27	1*
SUN.-SAT. EVE. 6:30 P.M.-10:30 P.M.	56	71	27	2*
SUN.-SAT. EVE. 10:30 P.M.-12:00 Midnight	22	82	23*	1

INDIVIDUAL EVENINGS 6:00 P.M.-12:00 Midnight Share of TV Audience

TIME	TV SETS IN USE	WSAZ-TV	STATION B	STATION C
SUNDAY	47	67	33*	2*
MONDAY	45	73	28*	1*
TUESDAY	44	75	23*	2*
WEDNESDAY	46	76	25*	1*
THURSDAY	46	80	19*	1*
FRIDAY	47	74	26	1*
SATURDAY	47	70	28	2*
SUN. THRU SAT.	46	74	26*	1*

"Share of Television Audience" represents the proportion of the total television audience looking at a particular station. Base for "TV Sets-in-Use" is total TV-owning homes.

***The above measurements are adjusted to compensate for the fact that the noted Television Stations were not broadcasting all hours during day-part.**

Huntington-Charleston, West Virginia

CHANNEL THREE
1253' Antenna Height

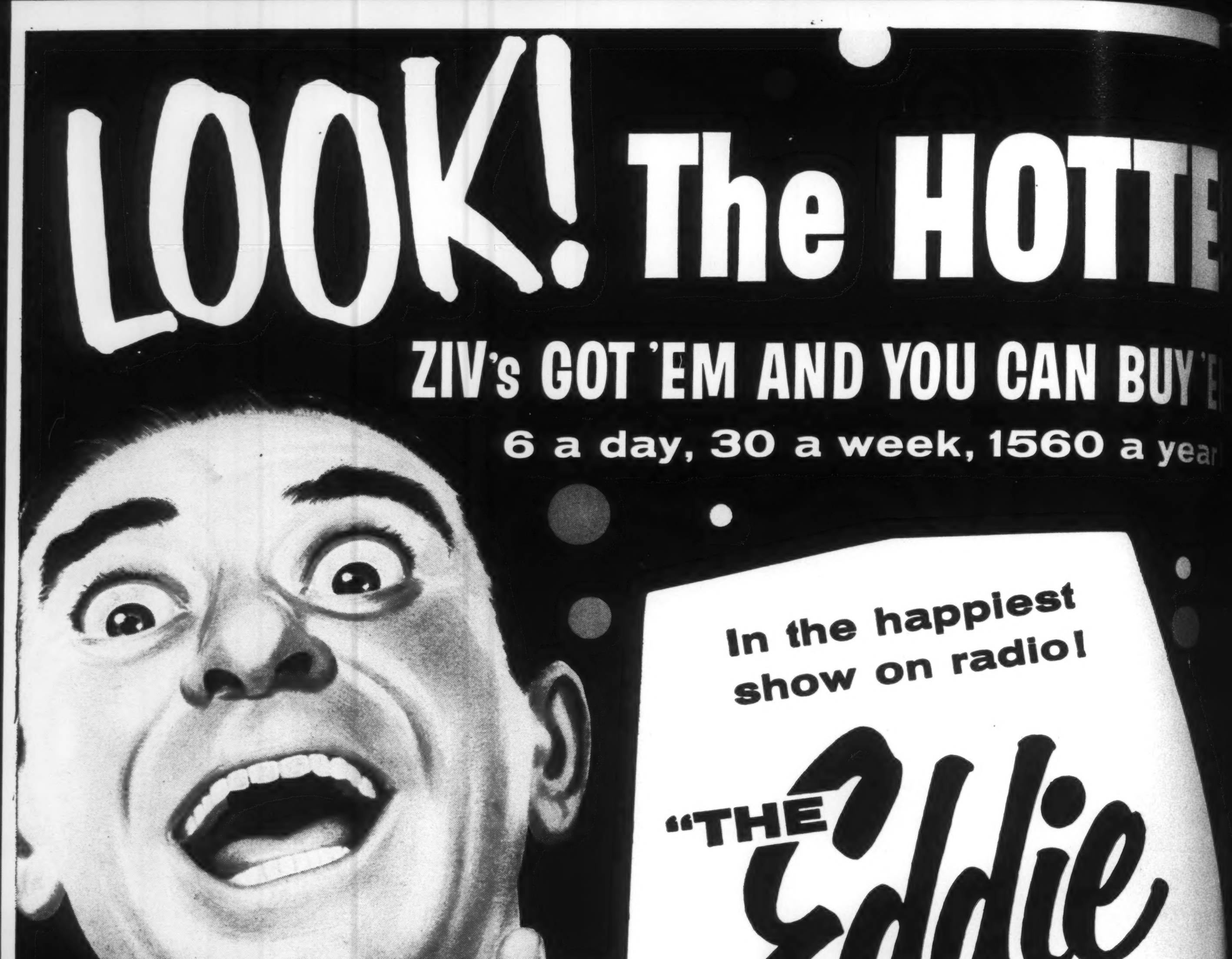
Basic N B C Network

Also affiliated with Radio Stations WSAZ, Huntington
WGKV, Charleston
Lawrence H. Rogers, Vice President and
General Manager, WSAZ, Inc.

Represented nationally by

KATZ

WSAZ
TELEVISION



LOOK! The HOTTE

ZIV's GOT 'EM AND YOU CAN BUY '

6 a day, 30 a week, 1560 a yea

In the happiest show on radio!

"THE Eddie Cantor SHOW"

starring

EDDIE CANTOR

with

JIMMY WALLINGTON

Eddie's favorite clowning partner!

Every week...

5 BIG, BRIGHT HALF HOURS

SPOTS in Radio!

WHOOPEE!

MR. SPONSOR!

Put this big-time radio show to work for you now! Think of the merchandise you'll move, the money you'll make! The best spots in radio go the fastest, so call your local station today!

IF YOUR STATION HASN'T GOT CANTOR, TELL THE MANAGER TO GET IN TOUCH WITH ZIV QUICKLY!

HERE'S WHAT YOU GET!

★ You get COMEDY!

★ You get MUSIC!

★ You get SINGING!

★ You get the BIGGEST COMEDY SHOW ever offered to local sponsors!

ZIV'S ANSWER TO LOCAL RADIO'S BIG NEED FOR BOLD, NEW PROGRAMS!

WHOOPEE!

MR. STATION OPERATOR!

Don't be caught without this BIG-DEMAND SHOW. With it, you'll be selling people you've never sold before . . . you'll be pulling more business from your regular advertisers . . . you'll be taking over your competition's best customers!

6 1-minute spots every half-hour for single or participating sponsors!

YOUR MARKET MAY BE CLOSING SOON. MAKE SURE YOU'RE "THE STATION WITH CANTOR". ACT FAST! WIRE, PHONE OR WRITE, BUT DO IT NOW!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

North Carolina Is America's Biggest Buyer Of Fertilizer

North Carolina farmers purchase more fertilizer than farmers in any other state. And as a result North Carolina farmers rank 4th in the nation in receipts from farm crops. That's just one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this rich, growing state is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 KC

FREE & PETERS
National Representative

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

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BROADCASTING TELECASTING

February 7, 1955

Vol. 48, No. 6

INDUSTRY'S TOUGHEST PROBE SET BY MAGNUSON COMMITTEE

**ocrat-controlled Senate Commerce Committee releases the Plot-
report calling for radical network restrictions and reduction of
tiple ownerships. Sen. Magnuson sends the report to FCC and
ice Dept. and gives the agencies 30 days to tell what they plan
do about the recommendations, to be aired in public hearings.**

THE toughest investigation of broadcasting in 21 years was officially begun last week by the Democrat-controlled Senate Interstate & Foreign Commerce Committee.

The scope and seriousness of the investigation became evident when the committee's chairman, Warren G. Magnuson (D-Wash.):

- **Released the Plotkin Memorandum** (see text page 39), which recommends, among other drastic measures, radical restrictions on networks and a reduction in multiple station ownership limits. (Principal points of the memorandum, which was prepared by Harry M. Plotkin, Democratic counsel to the committee, were reported in B•T Jan. 24.)

- **Sent the Plotkin Memorandum to the FCC and Dept. of Justice for action.** Sen. Magnuson gave the two agencies 30 days to tell the Commerce Committee what they intend to do about putting Mr. Plotkin's suggestions into effect. He also asked the FCC to make a continuing investigation of the Plotkin recommendations, with a final report due within six months and with interim progress reports to be delivered at 60-day intervals.

- **Set public hearings for FCC and Justice Dept. testimony.** These will be held soon after the first reports from those agencies are delivered to the committee.

- **Appointed the author of the Communications Act of 1934 to recommend amendments to it.** Sen. Magnuson announced that Clarence C. Dill, onetime Democratic senator from Washington (1923-35), who wrote the present act and was co-author of the 1927 act that created the old Federal Radio Commission, would study the Plotkin Memorandum with a view toward suggesting legislation, if needed, to implement its proposals.

- **Announced that the committee had earmarked $75,000 for its broadcasting probe.** The money will be spent to hire a special staff of "highly trained professional people," he said.

- **Said the committee expects to turn up some "abuses" by the Executive Branch** in what he has described as interference in the activities of the FCC and other "arms of the Congress," and if necessary, he will call in officials of the Executive Branch to testify before the committee. Sen. Magnuson in asking $200,000 for the committee's investigative work had charged "wirepulling and political favoritism" by the Executive among agencies under the committee's jurisdiction [AT DEADLINE, Jan. 31].

- **Hinted that any other investigation duplicating the Commerce Committee's work may run into trouble** getting funds for it approved by the Senate Rules Committee. Chairman Harley M. Kilgore of the Senate Judiciary Committee has proposed an investigation by that group's Anti-monopoly Subcommittee into "monopolistic practices" in communications.

- **Said the committee also would look into reports that the military wants additional spectrum space** around the lower (chs. 2-6) vhf band [B•T, Jan. 17]. Members of the Cabinet-level committee headed by Defense Mobilizer Arthur Flemming might be asked to testify before the Commerce Committee, he said.

The Plotkin proposals on network tv promptly were labeled "mistaken, impractical and unwise" by CBS Inc. (see text page 33). Other networks had no immediate comment.

Sen. Magnuson released the Plotkin Memorandum in conjunction with a news conference Wednesday morning, with Mr. Plotkin also on hand for questions. The senator said at least half of the committee's $200,000 investigating funds will go into probes of communications, with about $75,000 channeled into the tv network and uhf-vhf undertaking. In his budget request he had specified only some $60,000 for this purpose, listing such personnel as counsel, rate and technical consultants, an analyst and clerical help.

This staff would be in addition to Nicholas Zapple, the committee's professional communications counsel, who has been coordinating a preliminary investigation begun last summer under the committee chairmanship of Sen. John W. Bricker (R-Ohio).

Regarding counsel for the enlarged investigation, Sen. Magnuson said he had "nobody in mind" now for the job but would name special counsel within a fortnight. The committee's ranking minority member, Sen. Bricker, presumably also would name an opposite number.

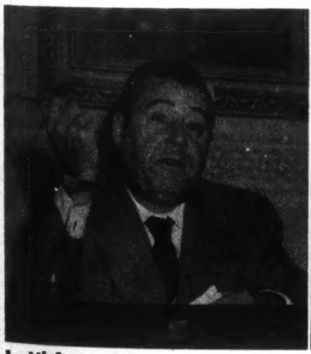
Former Sen. Dill, now 70, said later in the day that he has not fully made up his mind to take the consulting job, since he has other interests he must look after as an attorney and is not sure of how much time he can spend in the Nation's Capital.

Sen. Magnuson said a report by Robert F. Jones, appointed last summer to head the probe by Sen. Bricker, was to be released along with the Plotkin paper but was not printed in time.

He said the Jones report, expected to be released this week, will carry the same mandate as Mr. Plotkin's regarding replies from the FCC or other agencies—in accordance with an understanding between himself and Sen. Bricker.

Neither of the two reports have yet been under consideration by the committee member-

WHAT SENATE'S MAGNUSON SAYS HE WILL INVESTIGATE



1. Uhf troubles

2. Network power plays

3. Station ownership

4. Military spectrum use

ship. Sen. Magnuson, in transmitting the Plotkin paper to members, described it as "provocative" and "an excellent basis for further study" (see text page 42). Mr. Plotkin's tenure as committee counsel ended last Monday.

Sen. Magnuson said that, although Mr. Plotkin's document has not been seen nor approved by the committee membership, he is asking the FCC and the Justice Dept. to respond as if it were a full-fledged Senate "report."

Regarding one proposal made by Mr. Plotkin—suggesting legislation to promote the manufacture of uhf-equipped sets by removing the present 10% excise tax on all-channel sets or giving certain tax relief to makers of only all-channel tv sets—Sen. Magnuson said he would leave that to the discretion of former Sen. Dill.

Omits Subscription Tv

Mr. Plotkin made one point clear during the conference—why he omitted discussion of subscription television in his report as a possible remedy for uhf ills. Pay-as-you-see television is a long way from maturity, he said, while his memorandum deals with only the more immediate measures. He said any formidably advanced system of subscription tv is "five or ten years" away.

MR. DILL

MR. ZAPPLE

Sen. Magnuson, asked whether he thought the investigation would conflict with Sen. Kilgore's proposed monopoly probe, replied that he had discussed the matter with the West Virginian and that Sen. Kilgore was concerned with the "purely legalistic monopoly features" of communications. He said he dld not feel the Senate Rules Committee, which approves funds for such work by Senate committees, would approve money for a duplication of work by the committees.

The Kilgore probe, he said, would be concerned not only with network aspects of monopoly, but also monopoly in ownership of radio and tv stations.

Bricker Tries Again

SEN. JOHN W. BRICKER (R-Ohio) has again introduced a bill (S 825) calling for regulation of networks by the FCC. Sen. Bricker introduced the same proposal during the 83d Congress as S 3456, and the proposal is among those being considered by the Senate Commerce Committee in its investigation of tv networks and uhf-vhf troubles (see story page 31). Sen. Bricker initiated the investigation last summer as chairman of the Commerce Committee in the 83d Congress.

B•T COUNTS CONGRESSMEN WHO HAVE PERSONAL STAKES IN BROADCASTING

MORE than two dozen congressmen, including the chairman of the Senate Commerce Committee, have personal stakes in radio and television, either through their own station ownership interests or those of members of their families, a B•T check of FCC records reveals.

The holdings range from small stockholdings to sole ownership of radio and tv operations. Two senators are board members of educational stations.

The B•T survey shows the following (network affiliations, where they exist, are listed):

Sen. Clinton P. Anderson (D-N.M.), Albuquerque—owns 62½ sh. of the outstanding 1,188 common stock in KGGM-AM-TV Albuquerque.

KGGM: CBS; KGGM-TV: CBS.

Sen. John W. Bricker (R-Ohio), Columbus, former chairman of Senate Commerce Committee (83rd Congress)—member of board of trustees, Ohio State U., licensee of WOSU-AM-FM-TV Columbus, educational outlets.

Sen. Lyndon B. Johnson (D-Tex.), Johnson City, Senate majority leader—his wife Claudia T. (Lady Bird) Johnson is president and owns 500 of 535 sh. Class A common in KTBC-AM-TV Austin and KANG-TV Waco.

KTBC: CBS; KTBC-TV: ABC, CBS, NBC, DuM; KANG-TV: ABC, DuM.

Sen. Olin D. Johnston (D-S.C.), Spartanburg—his wife Gladys A. Johnston owns 10% of WAGS Bishopville.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—vice president, owns 188.791 sh. of 1,400 Class A voting stock of KVOO-TV Tulsa; president, owns 50,611 sh. of 100,000 common in WEEK-AM-TV Peoria, Ill. Grayce B. Kerr (wife) owns 11,488 sh. in WEEK-AM-TV. T. M. Kerr (brother) owns 11,141 and his wife Geraldine H. Kerr owns 3,235 in WEEK-AM-TV. Aubrey M. Kerr (brother), Ada, Okla., owns 96 or 435 voting shares in KIHN Hugo, Okla.

KVOO-TV: NBC; WEEK: NBC; WEEK-TV: CBS, NBC.

Sen. William F. Knowland (R-Calif.), Piedmont, Senate minority leader—holds 400 sh. of 1,800 common in KLX-AM-FM Oakland as voting trustee. Sen. Knowland, J. R. Knowland (father) and J. R. Knowland Jr. (brother) are voting trustees for 1,800 sh common in KLX-AM-FM, owned by the family.

Sen. Warren G. Magnuson (D-Wash.), Seattle, chairman of Senate Commerce Committee—owns 3,168 sh. of 97,698 common in KIRO-AM-FM Seattle.

KIRO: CBS.

Sen. Patrick V. McNamara (D-Mich.), Detroit—member of Detroit Board of Education, operator of WDET (FM) Detroit, educational outlet.

Sen. Joseph C. O'Mahoney (D-Wyo.), Cheyenne—his wife Agnes V. O'Mahoney owns 15 of 3,051 sh. common in Cheyenne Newspapers Inc., which in turn owns 1,650 of 4,250 sh. common in KFBC-AM-TV Cheyenne and KSTF-TV Scottsbluff, Neb.

KFBC: ABC; KFBC-TV: ABC, CBS, NBC, DuM.

Sen. W. Kerr Scott (D-N.C.), Haw River—his brother Ralph H. Scott is vice president and owns 40 of 473 sh. common in WBBB Burlington, N. C.

WBBB: MBS.

Sen. John J. Sparkman (D-Ala.), Huntsville—his wife Ivo H. Sparkman owns 49% of WCRL Oneonta and WAVU Albertsville.

Rep. Alvin M. Bentley (R-Mich.), Owosso—owns 300 of 900 sh. common in WKNX-AM-TV Saginaw.

WKNX-TV: ABC, CBS.

Rep. Alvin R. Bush (R-Pa.), Muncy—owns 400 of 7,500 sh. common in WWPA Williamsport.

WWPA: CBS.

Rep. Joel T. Broyhill (R-Va.), Arlington—his father M. T. Broyhill is principal in M. T. Broyhill & Sons, real estate firm which owns 5 of 484 sh. common in WFTR Front Royal.

Rep. Harris Ellsworth (R-Ore.), Roseburg—secretary, director and owns 125 of 500 sh. common in KRNR Roseburg.

KRNR: CBS.

Rep. Lawrence H. Fountain (D-N.C.), Tarboro—is secretary-treasurer and director and owns 80 of 300 sh. common in WCPS Tarboro. V. E. Fountain Sr. (brother) owns 200 of 1,000 sh. common in WBIA Augusta, Ga.

Rep. Porter R. Hardy Jr. (D-Va.), Churchland—holds 150 of 8,107 sh. Class B common in a voting trust of 11 voting trustees in WAVY Portsmouth; owns 150 of 8,107 sh. Class B common voting in WAVY; owns 150 of 8,107 sh. Class A common non-voting in WAVY.

WAVY: NBC.

Rep. Richard W. Hoffman (R-Ill.), Riverside—president, treasurer and general manager and owns 302 of 400 sh. common in WHFC-AM-TV and WEHS (FM) Chicago. Rose M. Hoffman (sister) is secretary of stations and owns 98 of 400 sh.

Rep. Chet Holifield (D-Calif.), Montebello—with his wife Vernice Holifield jointly owns 10 of 525 sh. Class A preferred voting stock of KXLA Pasadena.

Rep. Paul C. Jones (D-Mo.), Kennett—president, general manager and owns 100 of 490 sh. common in KBOA Kennett. Paul C. Jones Jr. (son) owns 28 of 490, Mrs. Joe D. (Betty Anne) Cash and Mrs. Tom B. (Nell) Mobley (daughters) each own 25 of 490.

Rep. Harold O. Lovre (R-S.D.), Watertown—holds 454 in voting trust of 25,536 sh. common of the total 50,000 sh. in KWAT Watertown.

KWAT: MBS.

Rep. Lee Metcalf (D-Mont.), Helena—vice president and owns 50 of 709 sh. common in KCAP Helena.

KCAP: MBS.

Rep. Leo W. O'Brien (D-N.Y.), Albany—director (no stockholdings) in WROW-AM-TV Albany (see also **Rep. Dean P. Taylor).**

WROW: ABC; WROW-TV: ABC, CBS, DuM.

Rep. Alvin E. O'Konski (R-Wis.), Wausau—owner and general manager of WOSA Wausau and WLIN (FM) Merrill.

WOSA: MBS.

Rep. Albert Rains (D-Ala.), Gadsden—vice president, director and owns 36 of 120 sh. common in WGSU Guntersville.

Rep. Dean P. Taylor (R-N.Y.), Troy—board chairman and owns 252 of 3,197 sh. common in WROW-AM-TV Albany (see also **Rep. Leo W. O'Brien).**

Rep. William M. Tuck (D-Va.), South Boston—director and owns 150 of 2,000,000 sh. common in Jefferson Standard Life Insurance Co., parent firm of Jefferson Standard Broadcasting Co. and other subsidiaries which own WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C., and 16.5% of WFMY-TV Greensboro, N. C.

WBT: CBS; WBTV: ABC, CBS, NBC, DuM; WBTW: ABC, CBS; WBIG: CBS; WFMY-TV: ABC, CBS, DuM.

PINKHAM, FOREMAN DISSECT COLOR TV, FIND IT COSTLY BUT WORTH THE MONEY

RTES meeting in New York hears predictions by NBC and BBDO top executives as to how color will be used, its advantages and drawbacks, and its eventual use as the top advertising medium because of its additional impact.

COLOR TV highlighted Tuesday's Radio & Television Executives Society timebuying and selling seminar in New York. Speakers Richard A. R. Pinkham (l), NBC vice president in charge of participating programs, and Robert Foreman (c), BBDO vice president in charge of tv, meet before the program starts with Claude Barrere, BMI, RTES planning committee chairman.

HOW WILL the advertiser and the agency fit into network color tv programming?

Answers to this question, which has kept prophets and practical experts busy ever since NBC-TV and CBS-TV started broadcasting programs in color, were brought up to date Tuesday by Richard A. R. Pinkham, NBC's vice president in charge of participating programs.

Mr. Pinkham shared the speaker's rostrum with Robert Foreman, BBDO vice president in charge of tv, at the season's final Radio & Television Executives Society Timebuying and Selling Seminar in New York, which was devoted to a discussion of color tv and advertiser relationship.

Briefly, his thoughts were along these lines:

- Advertiser budgets will adapt to color as they did first to radio and then to black-and-white tv. They will find new money for the medium or allocate it at the expense of other media.

- But the method of buying network color tv programming will be similar to the participating basis of tv timebuying, which in NBC-TV's language is the "magazine concept" of the *Today, Tonight* and *Home* pattern.

- Advertisers will be offered five-second color billboards (to compete with the 24-sheet outdoor billboards which, he said, get about five seconds' notice), and 10-second, 20-second and 30-second spots.

- More than any other advertising medium color tv has an edge—electronically—toward becoming the "perfect advertising medium on the marketing pattern," if and when the "centercasting" technique (invented and tested by Dr. Alfred N. Goldsmith to enable large audience reaction to be defined quickly) is "ready and built into every tv set sold" [B•T, Dec. 13]. Mr. Pinkham said it is conceivable that not only would the device provide information as to which show is being watched and how the viewer likes it, but it could also make it possible for the viewer "to sign on the dotted electronic line and order the product advertised without moving from an easychair." He said Ultrafax—which can scan "Gone With the Wind" in 90 seconds—would be able to take down all orders regardless of volume.

- In the color network programming of the future, advertisers will find available "all-night spectaculars and seasonal saturation campaigns."

- It is possible that tv may be able to offer a "standardized system of guaranteed circulation . . . just like the magazines." These circulations, he said, would be guaranteed within a 10% margin of error by the month, "not by the show."

- Affirmation by Mr. Pinkham in his RTES speech of remarks he made Jan. 17 before the Harvard Club in New York, that in five years the network may have a program schedule that is not predictable week-to-week, but on a basis where each evening would be assigned to a different, top producer. This he envisions as developing possibly as: "Every Monday night would be Leland Hayward Night; Tuesday—Max Liebman Night; Wednesday—Josh Logan Night, etc."

According to Mr. Pinkham, "With a really free hand, free of client and clock, some really pretty wonderful things might appear." This could very well be that in one night, the Sadler's Wells Ballet would be programmed for an hour and a quarter, preceded by perhaps nine minutes of Milton Berle and followed by a prize fight. The next week the same night might have two hours of a bullfight in color "direct" from Madrid, followed by a visit to the Museum of Modern Art and a segment featuring George Gobel.

On "guaranteed circulation," Mr. Pinkham said he saw the time when an advertiser who pays his money for time will be guaranteed by the network that the buyer will have received "X million unduplicated homes or a rebate will be in order." Thus, he said, "the networks will, even more than today, be taking the brunt of the risk of this show business advertising medium."

Will Lessen Conflict

"And that will be a good thing for the advertising agencies, since nothing causes more conflict between agency and client than a show that the agency has produced which is a total flop. This was okay in radio when the costs were low. But in television, a flop is just too expensive for rapport to continue."

Mr. Pinkham said that articles in magazines which predict that color tv's future is indefinite or postponed are indulging in "wishful thinking." Noting that it took 17 years for radio to reach 30 million sets in U. S. homes and that tv took less time to reach the same number of monochrome receivers, Mr. Pinkham predicted that certainly it will take less time for color tv to reach 30 million sets in homes than it took radio.

Color tv programming, he said, will be (1) better than black-and-white, (2) better than theatrical film counterparts, (3) more expensive

WHAT STANTON THINKS ABOUT PLOTKIN REPORT

Here's the text of the statement released last Wednesday by Frank Stanton, CBS president:

CBS believes that many of the proposals of the Plotkin Memorandum, insofar as it deals with network television, are mistaken, impractical and unwise. If these proposals were to be adopted, network television as it is known today would be gravely crippled and the public's investment of $13.5 billion in receivers would be substantially depreciated.

DR. STANTON

The Memorandum, which is the product of a single individual and not a report of the Senate Committee, was not based on any investigation which included the television networks. Yet these are the very organizations whose existence would be so radically affected. Questionnaires were submitted by the Committee to the networks, and CBS provided answers covering hundreds of pages. But these questions did not even suggest the major issues with which the Memorandum now deals.

It is not surprising, in these circumstances, that the proposals betray such a complete lack of understanding of the complex business of television networking. The failure to test theories against facts has resulted in unrealistic and extreme proposals. The Memorandum attempts to resuscitate concepts and approaches which during the last decade have been specifically and uniformly repudiated by the Congress and the FCC.

Television networking is precisely the kind of business where blind and unrealistic tampering with some of the parts can destroy the whole. It is, therefore, of the utmost importance that those who would consider restrictions on network broadcasting operations should be fully informed as to the workings of the industry and come to understand how it has been able to provide the American public with the best radio and television service in the world.

CBS urges that if the Senate Committee or the FCC is inclined to give these proposals any weight, CBS and the other networks be given the opportunity to be heard. We ask this right not only for ourselves. While our stake is large, the stake of the public is even larger. There are a number of ways in which its enormous investment can be depreciated. In the recommendations of the Plotkin Memorandum, one such road is clearly blueprinted.

'54 Network Gross 18% Over '53

GROSS time sales of the nationwide broadcast networks, radio and tv combined, for 1954 totaled $457,795,443, a gain of 18.0% over the 1953 gross of $388,120,200, according to figures compiled by Publishers Information Bureau.

The four tv networks for the year grossed $320,154,274, a gain of 40.7% over 1953's gross of $227,585,656, PIB reported, while the four radio networks' 1954 total of $137,641,169 fell 14.3% short of the $160,534,544 total for the previous year. Gross figures are calculated on one-time rates, before discounts of any kind, and therefore are considerably larger than net time sales. National radio network net time sales, for example, are estimated at $92,865,000 for 1954 [B•T, Jan. 31], roughly two-thirds of the gross as reported by PIB.

The network record for December 1954, as shown by PIB, corresponds to that for the whole year. The combined radio-tv network gross of $44,747,567 exceeded the December 1953 gross of $38,866,389 by 15.1%; radio's total was down 21.1% and tv's up 36.0%. Network-by-network tabulation follows:

NETWORK RADIO

	Dec. 1954	Dec. 1953	Jan.-Dec. 1954	Jan.-Dec. 1953
ABC*	$ 2,365,762	$ 2,854,169	$ 29,051,784	$ 29,826,123
CBS	4,273,131	5,554,313	54,229,997	62,381,207
MBS	1,570,561	2,145,329	20,345,032	23,176,137
NBC	2,977,773	3,630,971	34,014,356	45,151,077
Total	$11,187,227	$14,184,782	$137,641,169	$160,534,544

NETWORK TELEVISION

	Dec. 1954	Dec. 1953	Jan.-Dec. 1954	Jan.-Dec. 1953
ABC	$ 3,994,832	$ 2,619,862	$ 34,713,098	$ 21,110,680
CBS	15,060,653	10,381,879	146,222,660	97,466,809
DuM	1,457,436	1,617,058	13,143,919	12,374,360
NBC	13,047,419	10,062,808	126,074,597	96,633,807
Total	$33,560,340	$24,681,607	$320,154,274	$227,585,656

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross time charges for those nighttime programs where ABC Rate Card No. 6 was in effect.

Network Radio Totals to Date

	ABC	CBS	MBS	NBC	Total
January	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
February	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
August	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
September	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
October	2,506,929	4,132,445*	1,572,042	2,738,231	10,949,647*
November	2,481,838*	4,388,374*	1,632,268*	2,926,816	11,429,296*
December	2,365,762	4,273,131	1,570,561	2,977,773	11,187,227
Total	$29,051,784	$54,229,997	$20,345,032	$34,014,356	$137,641,169

Network Television Totals to Date

	ABC	CBS	DuM	NBC	Total
January	$ 2,780,574	$ 10,713,329	$ 1,445,608	$ 10,116,937	$ 25,056,448
February	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
August	2,514,815	12,275,908	820,633	8,057,484	23,668,840
September	2,660,601	12,936,020	802,721	9,798,774*	26,198,116*
October	3,890,802	13,985,922*	1,447,411	12,370,228*	31,694,363*
November	4,134,103	14,186,194*	1,397,328	12,357,133	32,074,758*
December	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	$34,713,098	$146,222,660	$13,143,919	$126,074,597	$320,154,274

* Revised as of February 2, 1955.

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than black-and-white tv, (4) cutting into magazines and newspapers, (5) attractive to new money of advertisers, with clients finding additional money for color tv from the budget ordinarily allocated to their outdoor salesmen and (6) the stimulus in the U. S. economy shooting it to "productive heights that seem impossible today."

Tv Cost Termed 'Fantastic'

On costs, Mr. Pinkham pointed out that now "tv is fantastically expensive by most standards." The *Milton Berle Show, Caesar's Hour* and *The Colgate Comedy Hour* now cost about $160,000 per broadcast. Some NBC spectaculars, he said, have cost as much as $300,000 for a single broadcast—"as much as a full-fledged musical comedy on Broadway." With stations added to basic lineups of both networks (NBC and CBS), union scales rising and talent fees increasing, "it is completely conceivable," he said, that within five years the cost of a full hour's coast-to-coast show on one of the major networks will average about $250,000 per week. With color, the cost would be increased 10-15%.

In 1948, he said, eight advertisers accounted for one-third of the network total radio billing, with availabilities in prime radio time for a new advertiser at a premium. Tv, he said, started the same way. But it has changed. Mr. Pinkham asserted that if the same eight advertisers which dominated radio were to similarly capture tv time, a combined appropriation of $300 million a year would be needed compared to the $60 million they spent to dominate radio. Since advertisers cannot afford this, Mr. Pinkham finds the answer, particularly in color, in the participation or magazine concept programming.

Mr. Foreman stressed color tv's appeal in package identification, particularly to the woman shopper. He said color tv is meeting the same problems encountered in black-and-white but that they would be solved at a rocket-like pace.

Mr. Foreman showed the audience a filmed commercial BBDO had made in both monochrome and in color for Betty Crocker Angel Cake Mix to illustrate what color can do.

He said some things the agency has found about commercials in color: copy requires more simplicity and the background tends to detract attention from the center action.

The added cost of a commercial in color "will be of little consequence" compared to what color will add in drama and impact, he asserted. As an example, he pointed up differences in automobile commercials in which color presents the same appeal as the auto attracts on the showroom floor.

Video tape, Mr. Foreman noted, will offer perfect reproduction in color film with no less footage and will be easier on the budget. A lot of advertiser money, he predicted, will be funneled to color tv at the expense of color plates for magazine advertising.

In predicting comparable costs in color, Mr. Foreman estimated: one-third more per half-hour as against black-and-white film; 15-25% more for that segment as against live; one-third more per one-minute film commercial.

He also predicted that black-and-white still will stay in the tv picture for some time to come, principally because film people expect their return on re-runs.

Advertisers, Mr. Foreman said, "will force the turn" to color faster than agencies, producers or packagers. Never, he concluded, have advertisers been offered so much to reach so great a mass audience.

Ratner Invited to Conduct Seminar at U. of Chicago

U. OF CHICAGO's School of Business has invited Victor M. Ratner, vice president of McCann-Erickson, New York, to conduct a seminar on communications, starting Feb. 21 at the school's downtown center in Chicago.

MR. RATNER

The seminar is called "Six Levels of Communications" and will make a basic exploration of the structure of communications in American business today.

Other sessions of the seminar will be conducted on March 21, April 18 and May 16. Mr. Ratner will deal with both small-group and large-group communications at the March 21 session and with the key individuals and "subpublics" problems at the April 18 meeting.

Linus Travers Takes Agency Executive Post

LINUS TRAVERS, former executive vice president and general manager of the Yankee Network, has joined the advertising staffs of John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone, New York, as executive assistant to the president, John C. Dowd, it was announced last week by Edward D. Parent, executive vice president and general manager of John C. Dowd Inc.

Mr. Travers had been with Yankee for the past 10 years. In addition to his duties at Yankee, he was vice president of General Teleradio Inc. and a member of the board of MBS.

'Digest' Renews Blair Plan

THE *Reader's Digest,* Pleasantville, N. Y., through Schwab & Beatty, has renewed its purchase, effective Feb. 20, of the "national saturation group" through John Blair & Co., station representative. The group consists of 24 one-minute participations weekly in local radio programs on a group of stations represented by Blair.

Weintraub Agency Appoints Critten, 7 Others to Staff

WILLIAM H. WEINTRAUB Co., advertising agency, has added eight persons to its staff, Elkin Kaufman, president of the agency, announced last week.

Charles N. Critten, who had been with Colgate-Palmolive Co. for the past 15 years and prior to that was general sales manager of the Pepsodent Div. of Lever Bros., has joined Weintraub as an account and merchandising executive.

Robert Russell and Robert Chambers, both formerly with Foote, Cone & Belding; Richard Zahn of Procter & Gamble, and William Jack of Donahue & Coe have joined the contact staff.

Richard Dahl, formerly of Morey, Humm & Johnstone, was named export manager of the agency.

Dorothy Freedman of Saks Fifth Ave. joined the agency's copy staff, and Peggy Smith, formerly with *Mademoiselle* magazine, joined the agency as assistant to Kay Daly, vice president and fashion director.

Wine Jingle on 361 Stations

MANISCHEWITZ WINE Co.'s mambo version of its jingle, "Man Oh Manischewitz," has been placed on 230 radio stations and 131 television stations, effective Jan. 14. The commercial will be heard 10,000 times weekly. Meyer Robinson, general manager of the company, predicted last week that the jingle will be "number one on the commercial disc parade." Emil Mogul Co., New York, is the advertising agency.

Compton Up 110% in Decade

COMPTON ADV., New York, announced last week that its estimated annual billing for 1954 was $42,000,000, an increase of approximately 110% since 1944.

Drive on Ad Myths

IN a campaign to explode "the myths and false beliefs" of advertising held by much of the public, the Advertising Club of New York has organized a bureau of 46 men, all of them prominent and experienced speakers. The bureau is sending speakers to associations, business and civic groups, parent teacher associations, social clubs, fraternal orders, church clubs, etc., upon inquiry to Charles C. Green, managing director of the club (23 Park Ave., New York 16). While designed to correct public misconceptions, the speeches also explain the role advertising plays in the U. S. economy.

Ballantine Names Esty Co.; The Wine Board to Durstine

J. WALTER THOMPSON Co., New York, lost two large and long-associated accounts last week when P. Ballantine & Sons, Newark, N. J., with an estimated $5 million advertising budget, named William Esty Co., New York, to handle its advertising for the beer and ale, and The Wine Advisory Board appointed Roy S. Durstine Inc., San Francisco, to handle its advertising campaign.

The Ballantine firm has been with JWT for more than 15 years, and is heavily represented in television and radio. The firm sponsors *The Eddie Cantor Show*, a Ziv package, and *Foreign Intrigue* in television in addition to a number of sports events. Esty Co. takes over immediately.

The Wine Advisory Board had been with JWT since 1938. The Wine Board will be handled under Mr. Durstine's personal supervision with Robert L. Whithead transferred from New York to San Francisco as account coordinator. Account will be served by groups in San Francisco under Robert B. England, manager of that office, in Los Angeles under William D. Sloan, the Los Angeles manager, and in New York under the direction of Roy S. Durstine and vice president John Malone Jr.

PLANS for the Brand Names Day annual banquet to be held April 13 in New York are discussed by the board of directors of the Brand Names Foundation which met Jan. 26 at Mutual Broadcasting System's headquarters. L to r: James B. Lee, president, Frank H. Lee Co. (hats); Robert E. MacNeal, president, Curtis Publishing Co.; Henry E. Abt, president, Brand Names Foundation Inc.; Felix W. Coste, vice president, Coca-Cola Co.; Thomas F. O'Neil, president, MBS, and James Hill Jr., Sterling Drug.

Coast Guard Still Searching For Missing Wheelock Yacht

FORMER agency executive, Ward Wheelock, 58, his wife, and a son, Ian Wheelock, 22, with six or seven guests on board the Wheelocks' 60-foot schooner, missing between Bermuda and Antigua, were objects of a widening Coast Guard air search late last week.

The schooner, *Home Sweet Home*, bearing the Wheelocks and guests, set out on the 1,200-mile voyage Jan. 14. It last was heard from that night when a radio message reported the schooner in good condition and bearing up despite worsening weather conditions.

Mr. Wheelock, president since 1938 and board chairman since 1951 of the Ward Wheelock & Co. advertising agency in Philadelphia and New York, had purchased the agency in 1938 when it was the F. Wallace Armstrong agency. The Wheelock firm closed last spring after losing Campbell Soup's account of $8.5 million which made up the bulk of the agency's about $10 million annual billings.

BBDO Opens Seattle Office

BBDO, New York, opened a new West Coast office in Seattle, effective Feb. 1, Ben Duffy, president of the agency, announced last week.

Walter G. Fitzsimmons, formerly in the agency's San Francisco office, will be manager of the Seattle office.

—LATEST RATINGS—

NIELSEN

Two Weeks Ending January 8, 1955 (Tv)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Rose Bowl Game (NBC)	17,072
2.	I Love Lucy (P & G) (CBS)	16,213
3.	I Love Lucy (P. Morris) (CBS)	15,825
4.	You Bet Your Life (NBC)	14,262
5.	Toast of the Town (CBS	14,229
6.	Disneyland (ABC)	13,609
7.	Buick-Berle Show (NBC)	13,248
8.	Dragnet (NBC)	13,188
9.	George Gobel Show (Pet Milk) (NBC)	13,134
10.	1955 Variety Show (NBC)	13,165

Percent Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	Rose Bowl Game (NBC)	55.5
2.	I Love Lucy (P & G) (CBS)	54.7
3.	I Love Lucy (P. Morris) (CBS)	52.4
4.	Disneyland (ABC)	47.8
5.	Toast of the Town (CBS)	47.7
6.	You Bet Your Life (NBC)	46.9
7.	Dragnet (NBC)	44.3
8.	Buick-Berle Show (NBC)	44.0
9.	1955 Variety Show (NBC)	44.0
10.	George Gobel Show (Pet Milk) (NBC)	43.7

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ARB

Week of January 9 thru 15 (Tv)

	Program	Rating
1.	I Love Lucy (CBS)	54.8
2.	Jackie Gleason (CBS)	53.6
3.	You Bet Your Life (NBC)	50.5
4.	Disneyland (ABC)	46.3
5.	Toast of the Town (CBS)	45.3
6.	Dragnet (NBC)	45.1
7.	Jack Benny (CBS)	45.0
8.	What's My Line? (CBS)	40.2
9.	Two for the Money (CBS)	40.0
10.	This Is Your Life (NBC)	39.8

	Program	Viewers
1.	Jackie Gleason (CBS)	48,480,000
2.	Jack Benny (CBS)	44,760,000
3.	Toast of the Town (CBS)	43,820,000
4.	I Love Lucy (CBS)	43,620,000
5.	You Bet Your Life (NBC)	40,150,000
6.	Disneyland (ABC)	40,130,000
7.	Dragnet (NBC)	34,340,000
8.	Comedy Hour (Hope) (NBC)	33,130,000
9.	Milton Berle (NBC)	32,660,000
10.	Two for the Money (CBS)	30,580,000

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Chicago Finance Company Charged With Radio Ad Fraud

A FEDERAL grand jury in Chicago last Wednesday indicted a finance company, three subsidiaries and six principals on charges of fraud by radio in one of the first applications of a law passed by Congress in 1952. The indictment, returned before Judge John P. Barnes, alleges that the principals named victimized clients with a so-called "family plan" for paying off debtors.

The indictment contained 10 counts, one of them on radio under legislation adopted on Capitol Hill in the form of an amendment (the McFarland bill) to the Federal Communications Act. Another count charged conspiracy.

The plan provided for a package plan offered by a centralized collection agency to which clients would make payments and which in turn promised to pay off their creditors. Clients were advised the plan would "get them out of debt" and protect their credit ratings, and also provide life and health insurance benefits.

Named in the indictment were Family Plan Inc. and ECF Insurance Agency, both Chicago, and Midwest Mutual Insurance Co. of Illinois and Midwest Life Insurance Co., Joliet, Ill., and including as principals Nathan James, Elliott and Earl C. Raphael.

G. Kent Yowell, assistant U. S. Attorney, said the companies advertised on a local Chicago station (an independent), and estimated that more than 20 people allegedly had been victimized by radio and mail.

Ayer Names 5 to N.Y., Phila.

THREE MEMBERS have been added to the New York staff and two to the Philadelphia office of N. W. Ayer & Son. Joining the New York office as copywriters in the radio and television department are William Jackson, previously with Warwick & Legler, and Barbara Keating Peabody, formerly with Young & Rubicam. Jeanne A. Nolan, formerly of Paul H. Raymer Co., joins Ayer as a timebuyer in the radio-tv timebuying department. Robert A. Failey, Associated Management Consultants, and Donal P. Molony, consultant, joined the Philadelphia office.

Wade Adv. Names Officers

FORMAL ELECTION of Albert G. (Jeff) Wade II as president and Robert E. Dwyer as executive vice president of newly-formed Wade Adv. Inc. in Hollywood was announced last week by Geoffrey Wade Adv., Chicago [B•T, Jan. 31]. Other officers named for the new corporation, which will handle Miles Labs. Bactine account, are Isabel Beasley, assistant to the executive vice president; Snowden M. Hunt Jr., vice president; Patricia W. Owen, secretary, and Laddie J. Francl, treasurer.

Nestle Buys 'Stage Show'

NESTLE Co. has concluded arrangements [CLOSED CIRCUIT, Jan. 31] to sponsor the Dorsey Brothers' *Stage Show* for Nescafe and other Nestle products, Donald Cady, vice president in charge of advertising for the Nestle Co., announced last week. The program will appear on 100 CBS-TV stations, 8-8:30 p.m. Saturday night immediately preceding the Jackie Gleason *Honeymooners* series effective next October. The show is a Jackie Gleason Enterprise production and will replace the segment of the *Jackie Gleason Show* which Nestle's co-sponsors this season with Schick Razor and W. A. Scheaffer Pen Co. Bryan Houston Inc. is the agency for Nestle Co.

HERMAN TALMADGE (seated), former governor of Georgia, discusses *Georgia Spotlight,* his new Monday evening WAGA-TV Atlanta show, in which he will give his views on local, national and international news. The program is scheduled to begin today (Monday) and will be sponsored by the Gordy Tire Co. Standing (l to r): Phil Denton, president, Denton Adv. Agency; George Boyd, general manager, Gordy Tire Co.; Clay Coe, WAGA-TV account executive, and Jack Collins, manager of WAGA-TV. Mr. Collins served on the former governor's staff.

SPOT NEW BUSINESS

Necchi-Elna Corp. (sewing machines), N. Y., will use radio-tv spot campaign during year. No definite plans yet.

Standard Brands Inc. (Fleischman Yeast), N. Y., buying scattered number of tv markets for spot announcement campaign starting mid-February for four weeks. Agency: J. Walter Thompson, N. Y.

Lay's Potato Chips, Atlanta, sponsor of *Ramar of the Jungle* in 21 southern markets, planning extensive merchandising drive to back series, produced and distributed by Television Programs of America, N. Y.

Langendorf United Bakeries, Butternut Div., S. F., signed 52-week contract for nighttime station breaks on KNBC San Francisco, starting mid-February. Agency: Brisacher, Wheeler & Staff, same city.

SPOT RENEWALS

Lerner Shops, Denver, has renewed for 60 announcements per week for 52 weeks on KDYL Salt Lake City after successful 15-week test campaign.

Dundee Clothes, S. F., has renewed spot participations on *Live Wrestling* on KOVR (TV) Stockton, Calif. Agency: Diamond & Sherwood Inc., S. F.

NETWORK NEW BUSINESS

Burton Dixie Corp. (mattresses, bed spreads), Chicago, will sponsor *Les Paul and Mary Ford* musical series on MBS (Wed., Fri., 7:45-7:55 p.m. EST). Agency: Robert B. Wesley & Assoc., Chicago.

Texas Co. (Texaco petroleum products), N. Y., extends sponsorship of *Metropolitan Opera* on ABC Radio to include "La Boheme" on April 9, bringing total broadcasts to 19. Agency: Kudner Agency, N. Y.

Bristol-Myers Co., N. Y., will sponsor 39-film series, *Alfred Hitchcock Presents,* on CBS-TV (Sundays, 9:30-10 p.m. EST) effective next fall, replacing present program, *Stage Seven;* agency: Young & Rubicam, N. Y. Firm also will introduce Ban, new deodorant with roll-on method of application, on its portion of CBS Radio and CBS-TV *Arthur Godfrey Show;* agency: BBDO, N. Y.

Lever Bros., N. Y., will increase sponsorship of *Uncle Johnny Coons* children's program from 15 to 31 cities under CBS-TV's expansion of program effective Feb. 19. Show will be seen in N. Y., Chicago and elsewhere for first time. Agency: McCann-Erickson, N. Y.

NETWORK RENEWALS

Kevo Co. (Kevo-ettes), L. A., renews *Phil Norman* on 28 Columbia Pacific Radio Network stations (Sun., 3:45-4 p.m. PST) for 39 weeks. Agency: Dean Simmons, same city.

AGENCY APPOINTMENTS

Zenith Radio Corp., Chicago, appoints BBDO, same city, for radio and tv receivers and MacFarland, Aveyard & Co., that city, for hearing aids.

United Public Markets Inc., Pawtucket, R. I., appoints Bo Bernstein & Co., Providence, with Joseph M. Bernstein as account executive. Radio-tv will be used.

Hollace Furnace Co. (heating, air conditioning equipment), Holland, Mich., appoints Henri, Hurst & McDonald Inc., Chicago. Radio will be used.

Dura-Flash Bulbs, div. of Dura Electric Co., Newark, N. J., names Albright Assoc. Inc., N. Y. Radio-tv will be used starting February.

AGENCY RESIGNATION

E & J Gallo Winery, Modesto, Calif., has been resigned by Frederick E. Baker & Assoc., Seattle.

A&A PEOPLE

Herminio Traviesas, radio-tv account executive, BBDO, N. Y., elected vice president.

Harold H. Jaeger, vice president and general manager, Geyer Adv., N. Y., to Warwick & Legler, same city, as vice president and general executive.

James W. McCandless, director of Dodge news bureau (Dodge cars) and public relations, Grant Adv., Chicago, appointed vice president.

MR. McCANDLESS

Donald A. Breyer, vice president, Doyle Dane Bernbach Inc., L. A., to Fairfax Inc., Hollywood, in same capacity; **Norman Rose,** Doyle Dane Bernbach copy chief, to Fairfax in same capacity.

Glenn Wiggins, formerly vice president, Kenyon & Eckhardt, N. Y., to Magazine Adv. Bureau, same city, in executive capacity.

Kendrick R. Wilson Jr., vice president, Avco Mfg. Corp., N. Y., elected to board of directors and executive committee.

W. J. Tormey, vice president and sales and advertising director, White King Soap Co., L. A., named to board of directors.

Harvey Mann, formerly with Weiss & Geller,

(A&A continues on page 70)

WBRE-TV's Powerful Influence

makes it an
NBC Network
Basic Buy!

Now First Million Watt Station in the Nation!

Serving 2,000,000 Population!

Verified Set Count 225,000!

Stop . . . and consider that now you can cover the entire Northeastern area of Pennsylvania with the Nation's most Powerful Station . . . WBRE-TV ! ! !

With a full schedule of NBC shows . . . outstanding local shows . . . news and sports coverage of local, regional and national interest, WBRE-TV is the "basic station buy" in this thickly populated industrial-agricultural market.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

SEE THE STARS 25¢
SEE THE STARS 25¢

It's Better when it's BIG!

**The BIG Station
in Eastern Michigan is**

W T A C

Flint

Where SLEEPY HEAD TED wakes up the listeners and sales with the BIG early bird show, top rated among disc-jockeys throughout his time-period. Just one of the many BIG reasons for WTAC's reputation as the station that makes listening a pleasure.

**The BIG Station
in Hawaii is**

K P O A

Honolulu

The SALLY SAMPLE SHOW, starring Barbara Bishop, has the biggest Hooper and Pulse ratings... the biggest list of both national and local accounts... and the biggest time segment on the air... of any woman's radio show in Hawaii.

Expect and get BIG sales results with the BIG Stations

**WTAC Flint
1000 watts at 600**

nationally represented by
The Bolling Company, Inc.

**KPOA Honolulu
5000 watts at 630**

nationally represented by
George P. Hollingbery Co.

**RADIO HAWAII, INC.
420 LEXINGTON AVENUE,
NEW YORK 17, N.Y.**

NETWORK DOMINATION DAMNED BY PLOTKIN

REPORT URGES FCC, JUSTICE DEPT. PROBE INDUSTRY PRACTICES

SPECIAL counsel of the Senate Interstate & Foreign Commerce Committee has submitted his evaluation of network relationships (story page 31). In excerpting the report, B•T has retained in virtually full text Mr. Plotkin's discussion of exclusivity, time options, networks acting as station representatives and his conclusions, confining most of the condensation to historical background.

TELEVISION NETWORK REGULATION AND THE UHF PROBLEM

I. THE UHF PROBLEM

A. Economic Difficulties of Uhf Operation

Each television station operates on a 6-megacycle channel or wave-length assigned to it by the Federal Communications Commission. There are 82 such channels, 12 of them numbered 2 through 13 are in the very-high-frequency (vhf) portion of the radio spectrum and 70 of them numbered 14 through 83 are in the ultra-high-frequency (uhf) band. Each band was assigned to television at a different stage of television's development and each has different technical qualities. These two facts are important for understanding the nature of the uhf problem.

Shortly before World War II the Federal Communications Commission allocated 18 channels for commercial television, all in the vhf portion of the radio spectrum.

Following the close of the war, the Commission undertook a complete reallocation of all radio frequencies, the nonbroadcast services as well as the broadcast services. Twelve vhf channels were allocated for commercial television.

In its report of May 25, 1945, making the television allocations, the Commission recognized that the vhf frequencies were not sufficient in number to provide a truly nationwide and competitive system of television. Accordingly, frequencies in the uhf portion of the band were set aside for television experimental purposes and the Commission expressed the belief that eventually a nationwide and competitive system of television would find its lodging in the uhf portion of the spectrum.

Since the term will be frequently used in this memorandum, it is well at the outset to define "nationwide and competitive system of television." There are two facets to this expression. The first refers to service. Television is one of the most important media yet developed for bringing news, education, culture, opinion, and entertainment to the American public. The Commission is under a statutory duty so far as possible to provide television service to all the people of the United States, those living in rural areas as well as those in cities. And in the interest of preserving competition and preventing monopoly the Commission is required to provide a choice of as many services as is feasible. It should be noted that from the point of view of service it is not crucial whether the source is a station in the community where the viewers live or one in a neighboring community. This is not the case so far as the second aspect is concerned. This one recognizes that a television station is an important local institution as a medium of local self-expression. When a station is located in a particular community, not only do its residents receive service from it, but in addition the station is an outlet for the citizenry in having local problems and issues aired. This is a function which can hardly be accomplished by an out-of-town station. The Commission has the difficult task of attempting to satisfy both of these objectives—objectives which at times are mutually exclusive.

So far as uhf is concerned, it is significant to note what happened in the period of the freeze, September 1948 to July 1952. In September 1948, there were 36 stations on the air in 19 cities having approximately one-third of the population of the United States. There were fewer than 1 million sets in the hands of the public. By July 1952, there were 108 stations on the air in 63 cities having two-thirds of the total population of the United States, and there were more than 17 million television sets. All of these receivers were vhf only and were unable to receive uhf signals without the owners spending money to convert them.

The absence of uhf receivers has not had the same impact on all uhf stations. For example, the uhf operator in a city with no vhf service has faced the same task as did the vhf pioneers. He has had to persuade the public to buy sets with which to receive his programs. In one respect, however, his job has been somewhat easier than that of the vhf pioneer. The latter had to develop program sources from scratch; even the television networks were relatively rudimentary organizations when vhf got started. By July 1952, when uhf was first getting started, the networks had well-developed program schedules and many good programs were also available from other sources.

The fate of the uhf operator with vhf competition has been quite different. From the outset he has been confronted with the double problem that none of the sets sold during the freeze—and most of the sets sold since then—could not receive his picture, and, what is worse, every one of them could receive pictures from his vhf competitors. The much smaller viewing audience which the uhf station could thus deliver in contrast to that of the vhf station in the same market has placed the uhf station at a serious disadvantage in competing for the advertising revenue with which to support good programs. And without good programs available on uhf and uhf only, the public has no incentive to spend the extra money which is required to buy a uhf set, or to install a converter on an existing vhf set.

A second difficulty facing uhf stations competing with vhf stations is the difference in the technical characteristics of the two bands. The quality of the picture received over uhf is at least as good, if not better, than one received over vhf; many sources of interference which bother vhf pictures have much less noticeable effects on uhf pictures. In other technical respects, however, vhf has marked advantages. The service areas of vhf stations in the present stage of the television art are much more extensive than those of uhf stations. Vhf signals travel a greater distance than do uhf signals and accordingly many more people are within the service area of a vhf station than of a uhf station. Moreover, uhf coverage is much more spotty than that of vhf. The uhf station is likely to find holes in its service area where the picture is not received at all or is received poorly. This is particularly true in rugged terrain. Vhf service areas also have some discontinuities but they are not nearly so marked as those of uhf. Finally, uhf has suffered from equipment limitations. When the Commission allocated uhf channels, it proceeded on assurances received from the industry that high power transmitting equipment and satisfactory receiving sets would be forthcoming at a reasonable date. The performance on this score has been disappointingly slow compared to promises and has been a substantial deterrent to the development of the uhf band.

The 2½ years that have elapsed since the Commission started licensing uhf stations have revealed the type of competitive situation in which it has been possible for uhf stations to be reasonably successful. Where a uhf station has no vhf competition, it has reasonable opportunity for success provided that the market is large enough to support the number of stations that are licensed in that market. Experience has shown that in many instances it is also possible for a uhf station to be successful if it has competition from only one vhf station.

The operator of a uhf station in a community which receives two or more vhf services has had a most difficult time. In most instances the vhf stations have had the benefit of affiliation with the two stronger networks, NBC and CBS, and have in addition carried many of the programs from the other two networks, ABC and DuMont. The few popular network programs thus left over for the uhf station and the programs available from other sources have in most instances not been sufficient to induce the public to convert at a sufficiently fast rate to enable the uhf station to compete effectively for advertising revenue. While there may be a limited number of exceptions, on the whole operating experience to date has demonstrated that uhf operation in the face of competition from two or more vhf services means extensive deficits for an indefinite period.

The economic difficulties of uhf operation have had a blighting effect on the growth of the uhf band. There have already been 118 cases where uhf permits have been canceled or operations have been suspended because of economic difficulties. Many of those still on the air are still losing money and some of these will undoubtedly find it extremely difficult to remain in business. Moreover, of the 84 uhf authorizations which are presently outstanding, it is doubtful whether more than a mere handful will eventuate into stations unless the picture changes radically.

FAR-REACHING CONSEQUENCES

The consequences of uhf's difficulties are far reaching. Of the 82 channels which the Commission has set aside for commercial television purposes, 70 of them are in the uhf portion of the band. Of the 1,875 commercial assignments which the Commission has made to the various communities of the United States, 1,319 of them are in the uhf portion of the band. Of the 252 assignments which have been reserved for noncommercial educational stations, 169 of them are in the uhf portion of the band. Of the 578 commercial construction permits which have been issued by the FCC since the freeze, 318 of them have been uhf. The potentialities of television's growth are thus largely dependent upon a healthy uhf system of television.

The development of an effective system of network television is also heavily dependent upon uhf. Advertisers are interested in using television networks in order to reach as large a portion of the country's population as is possible. This need on the part of the advertisers makes it necessary for a successful network to be able to deliver outlets in the largest markets; all of the experts attest to this fact. Generally outlets in most of the top 50 markets at least are considered necessary for successful network operation. Of the top 50 markets only seven have four or more vhf assignments, only 20 have three vhf assignments, only 16 have two vhf assignments, and two markets have one vhf assignment. This leaves five markets with uhf-only assignments. The above figures reveal that out of the top 50 markets, only 27 of them have three or more vhf outlets.

Considering the top 100 markets, the figures are as follows:

	Markets
4 or more vhf assignments	7
3 vhf assignments	26
2 vhf assignments	32
Only 1 vhf assignment	18
Uhf-only assignments	17

Thus, of the top 100 markets there are only 33 which have three or more vhf assignments.

The stifling effect on network development resulting from the above allocation is obvious. Too many of the important markets just do not have sufficient vhf outlets for more than two networks.

B. Discussion of Proposals for Solution of Uhf Problems

The problems of uhf were the subject of hearings held in May-June 1954 by a subcommittee of the Senate Committee on Interstate & Foreign Commerce under the chairmanship of Senator Charles E. Potter. The more important suggestions made to the subcommittee as to how the problems could be solved are:

1. Move all television stations to uhf.
2. Undertake a selective deintermixture on a case-to-case basis.
3. Remove the Federal excise tax from all-channel television receivers.

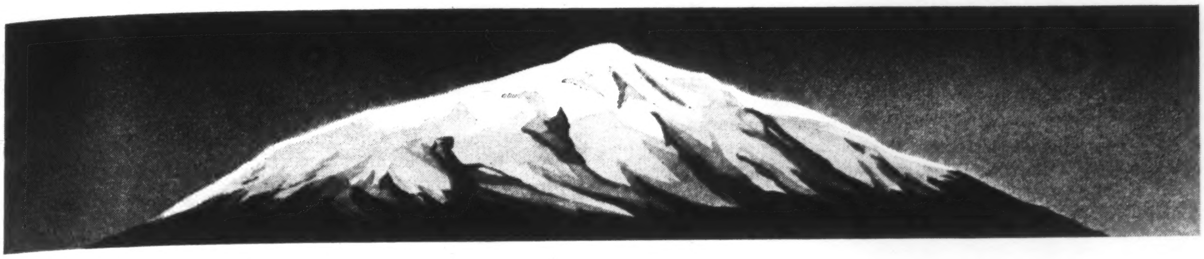
1. Move all television to uhf

The most far-reaching proposal advanced for solving the uhf problem is that all television allocations should be in the uhf portion of the band. The remedy has many attractive features. It would mean that all problems of intermixture of vhf and uhf in the same market would be automatically eliminated. In addition, all television stations in any market could eventually be on the same competitive footing so far as technical facilities are concerned. In these circumstances the success or failure of stations would depend on the quality of management and excellence of programs.

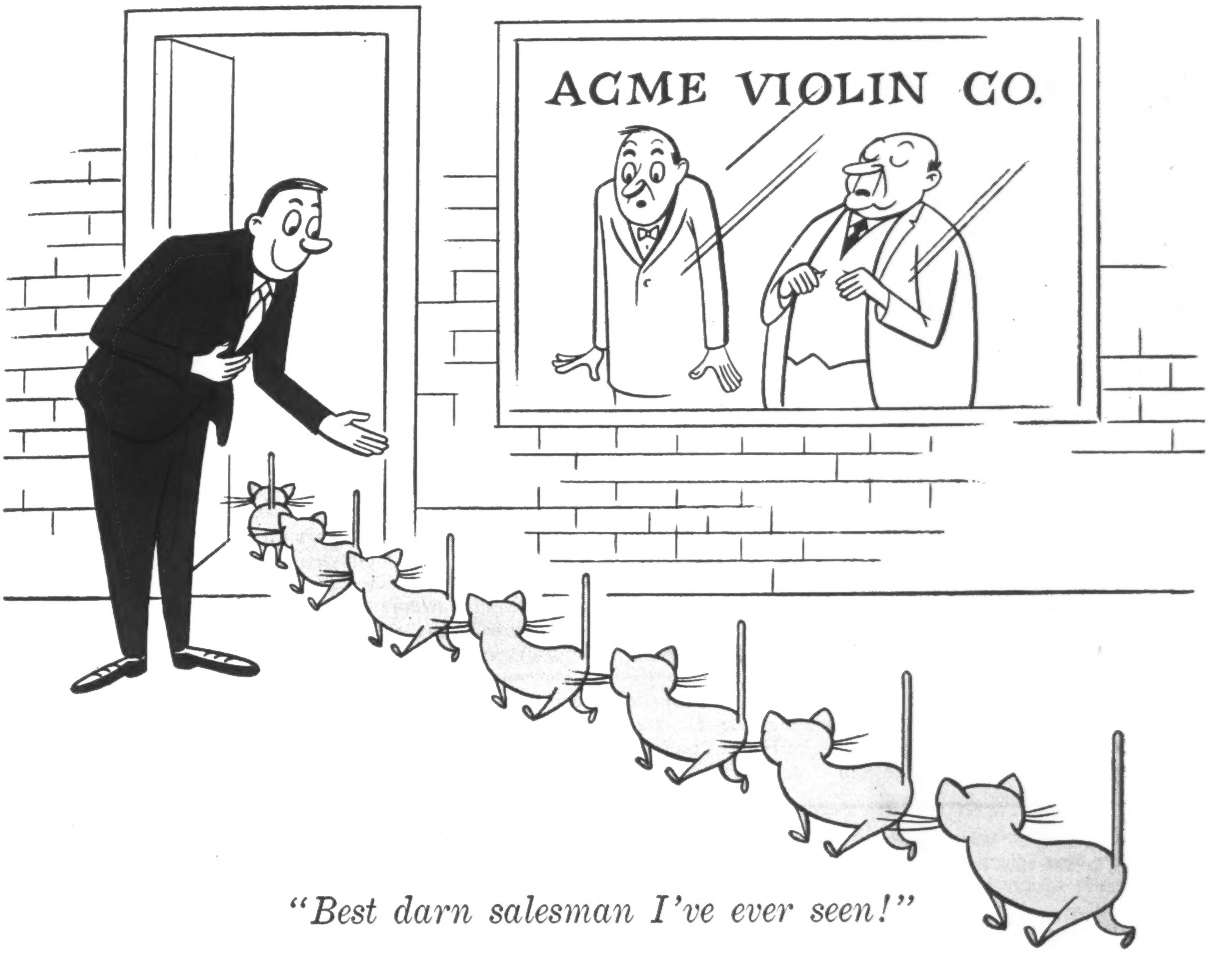
The removal of disparity between stations would also have a beneficial effect in the network field. As has already been pointed out, there are not enough facilities of equal desirability in many important markets to furnish outlets for more than two networks. If all television stations were to operate on uhf frequencies, the outlets in each community would be of equal desirability technically, and there could be enough facilities in most of the top 50 markets for more networks. Moving all television stations to the uhf band would also aid in making a nationwide television system possible.

Fundamentally, the choice as to whether to move all television to uhf comes down to this. In theory very significant gains would accrue to the public if this were to happen. And indeed if the decision on television allocations were being made for the first time, it would be difficult to conceive of a good argument against having all television in the uhf rather than part in the uhf and part in the vhf portion of the band. But decisions have to be based on something more than theory. We cannot overlook the fact that more than 30 million receivers are in the hands of the public and that they have been bought on the faith of a formal decision of an agency of the Federal Government. The public is entitled to rely upon decisions of the Federal Government. Once the precedent is established that decisions can be upset even though the public has made extensive investments on the faith of Government decisions, the way is open for constant pressure for changes. Today the pressure may be to move all television receivers to the uhf portion of the band. Tomorrow a new development may come along that theoretically has important advantages for television if the band could be moved again.

The ideal situation would be if it were possible to adopt any new worthwhile change, as is done, for example, in the automotive field. But in that field when such changes come along, the public is free to use them or not. And, if they decide not to buy the new improvement, the old vehicle still remains useful. In the radio field, however,



MT. WASHINGTON TV



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"Best darn salesman I've ever seen!"

Talk about a good salesman! Mt. Washington TV makes the calls — plenty of them. Its territory is most of Maine, New Hampshire and Vermont which it covers at about half the cost of any other three TV stations in the area combined. The sponsors of Jack Benny, The Lone Ranger and Person to Person are among over 80 national advertisers who have put their money on one of the best salesmen in the business — Mt. Washington TV.

CBS-ABC WMTW **Channel 8**

John H. Norton, Jr., Vice Pres. and General Manager **REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.**

whenever a new change is made resulting in an abolition of standards or an abandonment of a band of frequencies, all of the old receivers are automatically rendered either partially or totally useless. That is why standardization is necessary in the radio field. This fact also explains why the Commission is very careful to collect all of the best available data before making a final decision on standards. However, when a decision is made, no extensive changes should be ordered unless the most compelling reasons are made to appear.

2. *Deintermixture*

Many of uhf's difficulties can be eliminated or mitigated where the uhf station has no vhf competition or has competition from one vhf station only. Deintermixture—that is changing the allocation table so as to accomplish this result—offers a hopeful solution. It had strong support at the Potter hearings. Obviously 100 percent deintermixture, where each market would be either vhf-only or uhf-only, would be the theoretically ideal solution. However, such a proposal would run into the same practical difficulties as confronts the suggestion that all television stations be moved to uhf. There are so many intermixed markets that complete deintermixture would mean that many vhf stations would have to be converted to uhf operation with all the dislocations described above. There is reason to believe, however, that selective deintermixture can be undertaken in some communities which do not yet have an existing vhf operation.

Several cases of recommended deintermixture have been formally presented to the Commission. All but one have been summarily denied without a hearing primarily on the ground that the vhf applicants have already expended large sums of money in prosecuting their applications and that they should not lose the benefit of those expenditures.

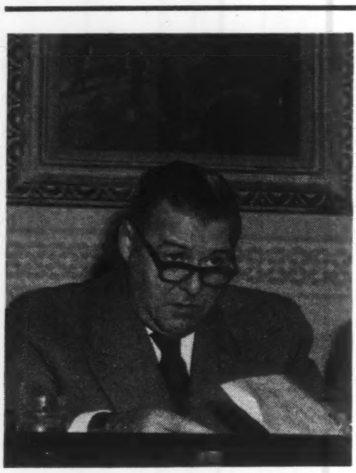
It seems to us that the importance of preserving uhf at this time is great enough to warrant Commission approval of deintermixture petitions even though some applicants may have spent money in prosecuting their applications up to that point. There may be good reasons for turning down the various deintermixture petitions or for providing special relief for the applicants adversely affected by an order granting deintermixture. But it seems to us that where deintermixture is otherwise in the public interest, the mere fact that the applicants for the vhf channel have spent considerable sums of money in prosecuting their applications for the vhf channel which is proposed to be changed, is not sufficient reason for turning down the request.

3. *All-channel receivers*

There is one other possibility which deserves serious consideration. The principal difficulty in which uhf finds itself is that all receivers made before July 1952 were vhf-only receivers and the great majority which have been manufactured since then are in the same category. If some means could be devised to insure that all television sets sold after a certain date were all-channel sets, it is entirely reasonable to believe that applicants would be willing to enter a mixed market with uhf stations. Although they would start out at a disadvantage, the gap would be closed daily, for every new set sold would increase their potential circulation by the same amount as it would that of their competitors.

The question arises as to how to achieve the objective. Two methods have been suggested. The first method is to enact a statute declaring that no television receiver should be shipped in interstate commerce unless it is equipped to receive signals from all uhf channels as well as all vhf channels. The proposal would be effective, but there is serious question concerning its constitutionality. A large portion of the United States is capable of receiving television from vhf stations only and there is no reason why people in such areas should be prohibited from purchasing sets capable of receiving those channels only, particularly if they are able to do so at a lower price than is charged for an all-channel receiver.

A second suggestion is that the excise tax presently levied on television receivers should be removed from all-channel television receivers. This proposal was championed by Senator Edwin C. Johnson, the former chairman of the Senate Committee on Interstate & Foreign Commerce. It is designed to furnish an incentive to television manufacturers to market all-channel receivers. At the present time an all-channel receiver is more expensive than a vhf-only receiver. With an excise tax on both types of receivers, the public has to pay more for an all-channel receiver than it does for a vhf-only receiver. Underlying the proposal for removing the excise tax from all-channel receivers is the assumption that this action would make the price of the all-channel receiver approximately equal to that of the vhf-only type of receiver. If this proved to be so, the manufacturer would have a real incentive to manufacture all-channel receivers, and the public would have good reason to buy such receivers, because if a person could secure an all-channel receiver for the same price as he could a vhf-only receiver, he would



PROVOCATIVE MEMORANDUM

That is how Chairman Warren G. Magnuson describes the Plotkin report. Here is the letter he sent with the report to members of the committee.

FEBRUARY 1, 1955.

All Members, Senate Committee on Interstate & Foreign Commerce.

DEAR SENATOR: Not the least of the many and continuing important tasks confronting this committee during the 84th Congress is the study of the communications industry begun by the Interstate & Foreign Commerce Committee in the 83d Congress.

It is now more than two decades since the Communications Act of 1934 was enacted. No comprehensive study or analysis—no survey broad enough to appraise the developments in this field during the past 20 years—has, to my knowledge, taken place during that time.

Meanwhile, the American people have invested in more radio sets than there are families in the Nation. In their homes, in their automobiles, and at play, they have submitted their minds and their emotions to what they thus have been able to hear.

More than 30 million television sets have been sold—many of them are not yet fully paid for. I am certain that the investment of American families in receiving sets is far greater than that made by all the broadcasters who serve them. In this field, however, the American people have an even greater stake—they have opened their homes, their hearts, and their minds to the impact of whatever comes to their eyes and ears through the machines in which they have invested their money. There are more families in the United States with electronic receiving sets than with indoor plumbing, electric lights, telephones, or automobiles.

It seems to me obvious and compelling, therefore, that a decent and vigorous regard for the best interest of those who have most at stake, namely, the American people, must have the highest priority in our studies and deliberations. The public interest supersedes the interests of those who have been entrusted by the Government with the utilization and administration of this greatest of public assets—the airwaves.

naturally buy the former even if at that time there happened to be only vhf stations in his area.

It should be recognized that the incentive is at the financial expense of the Treasury. But that does not make the proposal invalid. Without this incentive there is a good likelihood that a substantial portion of the radio spectrum will go to waste.

If the idea of tax relief is acceptable, the question remains as to what form it should take. One form is to grant an exemption for all-channel receivers only. Another method is to grant relief only if the manufacturer undertakes to market in the United States all-channel television receivers only.

The advantage of the former scheme is that it is more limited in nature. However, in all probability it would result in producing uhf receivers in communities with only uhf stations in operation or in those uhf communities with but one or two vhf channels.

If the decision is made to grant tax relief for all-channel receivers —irrespective of which method is followed—it is important that some standards be established to ascertain what is an all-channel receiver. It is entirely too easy for a manufacturer to label a receiver as an all-channel set but that is no assurance that it will work in the home. It is, therefore, imperative that some certificate from a Government agency should be required certifying that the all-channel set in question is in fact capable of receiving all television channels under normal home viewing conditions. Only such a procedure would guarantee that the receiver being offered for sale would in fact contribute to the building of uhf as well as vhf circulation.

II. THE NETWORK PROBLEM

A. Brief Description of Economic Structure of Broadcasting

Television stations are licensed by the Federal Communications Commission to operate in the public interest, but in carrying out this obligation they are permitted also to serve their private interests by selling time on their facilities. Under our system of broadcasting it is the sale of time which enables the station operator to carry out his obligation to serve the public interest.

Sale of time takes two forms. The first is the sale of spot announcements and the second is the sale of program sponsorship to advertisers.

Television programs fall into three categories. The first is locally produced programs. These are conceived by the station and are executed by its staff. A second type of program origination is the film program. This program consists either of old-type film which was originally made by Hollywood for exhibition in motion-picture theaters or it may consist of films which have been made specifically for television. The third type of program is produced by the networks.

A television network operates in a dual capacity. First, it is a producer or originator of programs which it feeds to stations affiliated with it. Secondly, the network acts as agent for its affiliates in selling time to advertisers. The advertiser pays the network the talent and production charges for the programs being broadcast and the time charges for the stations carrying his program. The stations receive their compensation from the network.

The advertiser generally has the right to designate which markets he desires to purchase, but in the case of two of the television networks, at least, there is a basic network which he must purchase as a minimum. This basic network consists of the stations owned by the network and 40 to 45 additional ones, located for the most part in the top 50 markets of the country.

Although a majority of most television stations' revenue is derived from nonnetwork sources, station licensees regard their network affiliation as one of their most valuable assets. In the first place, the network compensates the station for the network commercial programs carried by the station. In the second place, the network organizations have developed the know-how of producing programs which are in great demand by the viewers. A third advantage which a station derives from a network affiliation is that the programs which the station accepts from the network spare the station the expense of producing its own programs. The future development of television may make it possible for many television stations to operate successfully without a network affiliation but that stage of development is not yet here.

B. Description of Network Organizations

In the am network field, NBC and CBS occupy a dominant position. The extent of this dominance has been fully documented in a Report on Chain Broadcasting issued by the Commission in May 1941. In the important markets of the United States the most desirable outlets are almost invariably affiliated with either NBC or CBS. This was the situation at the time that the Chain Broadcasting Report was issued and remains so today.

The same situation prevails in television. Reference has already been made to the superior position which vhf stations possess over

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When, in our American way, we decided that this terrifyingly great power of complete access to the human mind was too great for Government utilization we made no mistake. We have seen how dictators and tyrants have seized upon this power and used it to brainwash whole nations and subject human minds to their will and weird, self-serving doctrines.

But when a monopoly of this sort, too great for the Government to operate, is entrusted to those presumed to be best qualified—from among many who are willing to assume it, and to be held accountable for its use or abuse—there results a continuing responsibility upon both the Congress and its administrative arm, the FCC, to insure that private monopoly does not occur where Government monopoly is avoided. There results a continuing responsibility to insure that law and regulations are kept abreast of the growth of the industry and the needs of the American people; that procedures do not serve bureaucrats and lawyers first and the people second or last, thus opening the door to the very abuses our American system is in theory designed to prevent.

I, myself, have been distressed by the delays in getting decisions from regulatory bodies like the FCC. Some of the Commission's procedures seem to impair rather than improve its administrative and quasi-judicial functions. If there has been a codification of FCC regulations, it apparently has added as much to confusion as to enlightenment. I am informed that some Commission hearings have taken years to complete and that rules of evidence are followed which result in irrelevant and unnecessary testimony.

Some of this may or may not be due to the present state of the law. We should find out.

The power to regulate is not unlike the power to tax. It is, or can be made, the power to destroy, to discriminate, and to unjustly and wantonly abuse. Insofar as any such situation may have occurred, it will be our duty to correct it.

Nothing I have said should be assumed as specifically condemning anybody or anything at this time. It is certain that the licensees in the communications field have done many things of which we and they can be justly proud. It is equally certain, in my mind, that some things have occurred—and are occurring—which must compel our attention and our best efforts to correct.

Some of the more outstanding of these problems and some approaches to their solutions are contained in the memorandum transmitted herewith, bearing the signature of Harry M. Plotkin.

Mr. Plotkin was employed by the committee in September 1954 as special counsel in connection with our uhf and network study. I have found this memorandum provocative, and commend it to you as an excellent basis for further inquiry.

The memorandum delineates problems and raises questions which should be of concern to FCC and the Department of Justice. Accordingly, I am transmitting copies to those agencies, with the request that they make a first report to us within 30 days. Our committee will determine the action necessary as our study and deliberations proceed.

WARREN G. MAGNUSON, U. S. S.

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Honored in its brief history by the Alfred I. duPont Award, the Variety Show Management Award, and the critical acclaim of viewers and press alike, "The WFIL-TV University of the Air" begins its fifth year of telecasting in the interest of the people of Delaware Valley, U.S.A.

With the passing of each semester, "The WFIL-TV University of the Air" has selected its curricula with ever-increasing care. The original goal of the series remains unchanged: to provide diversified adult education at the college level for the 7,000,000 people within the WFIL-TV coverage area.

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TV University of the Air

CURRICULUM FEBRUARY-MAY, 1955 / 11:15 AM TO 12:00 NOON

MONDAYS:	"The Child in Health and Disease"—JEFFERSON MEDICAL COLLEGE "American Literature One Hundred Years Ago"—BRYN MAWR COLLEGE
TUESDAYS:	"Family Food Fare"—RUTGERS UNIVERSITY "The World Behind The News"—UNIVERSITY OF PENNSYLVANIA
WEDNESDAYS:	"Spanish Is Fun"—THE PENNSYLVANIA STATE UNIVERSITY "Psychology of the Adolescent"—DREXEL INSTITUTE OF TECHNOLOGY
THURSDAYS:	"Green Thumb Chemistry"—PENNSYLVANIA MILITARY COLLEGE "Shakespeare"—TEMPLE UNIVERSITY
FRIDAYS:	"The Greatest Book In The World"—PRINCETON THEOLOGICAL SEMINARY "Your Health and Your Happiness"—PHILADELPHIA COLLEGE OF PHARMACY AND SCIENCE

Other continuing participants in "The WFIL-TV University of the Air" include: URSINUS COLLEGE • SWARTHMORE COLLEGE • ST. JOSEPH'S COLLEGE • PHILADELPHIA BOARD OF EDUCATION • ALBRIGHT COLLEGE • BEAVER COLLEGE • LA SALLE COLLEGE • HAVERFORD COLLEGE • LEHIGH UNIVERSITY • LINCOLN UNIVERSITY • RIDER COLLEGE • VILLANOVA UNIVERSITY • FRANKLIN & MARSHALL COLLEGE • GLASSBORO STATE TEACHERS COLLEGE

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uhf stations in intermixed markets. With only rare exceptions, vhf stations in intermixed markets are primarily the affiliates of NBC or CBS, with ABC and DuMont occupying a secondary position on those stations. The superiority in facilities which NBC and CBS have in the television field is linked to their similar superiority in the am field because with only occasional exceptions has the NBC or CBS television affiliation gone to a different ownership group where the NBC or CBS am affiliate owns a vhf television station. Indeed, when ownership groups other than the am affiliate have acquired a vhf facility ahead of the NBC or CBS affiliate, their tenure as an NBC or CBS affiliate has often been temporary only, yielding to the am affiliate as soon as it acquired a vhf facility.

The dominant position which NBC and CBS enjoy has been a matter of concern both to Congress and the Commission. During the 1930's a series of resolutions and bills were introduced in Congress calling for corrective action. Spurred on in large measure by these congressional efforts, the Commission in 1938 finally instituted an investigation into network broadcasting practices. A lengthy hearing was held, culminating in the issuance in May 1941 of the Commission's Report on Chain Broadcasting. At the same time the Commission adopted specific regulations governing contractual relations between the stations and the networks. The networks immediately appealed the Commission's action to the courts and procured a stay order against the effectiveness of the regulations pending the outcome of the litigation. It was not until 1943 that the litigation was disposed of when the Supreme Court upheld the Commission's authority to promulgate the regulations. The regulations went into effect that year.

The original Chain Broadcasting Regulations were transposed to these new services [fm and tv] with virtually no change and with little or no investigation by the Commission. Our study of the network situation, with particular reference to television, shows that there is no basis for the complacency with which the Commission has carried forward its Chain Broadcasting Regulations with no real changes.

C. Problems of Exclusivity

1. History of exclusivity provisions

Prior to the Commission's chain broadcasting investigation, affiliation agreements between stations and NBC and CBS were for the most part exclusive in nature. The stations agreed to take programs from NBC or CBS alone, as the case might be, and the network in turn agreed that its programs would not be made available to any other station within a given radius. The former type of exclusivity is referred to as exclusivity of affiliation and the latter as territorial exclusivity.

Exclusive affiliations were of obvious economic advantage to the networks. They assured the networks of a sure outlet in the market and deprived competitive networks of any opportunity to compete for the particular stations. Territorial exclusivity was advantageous to the station in that the station was assured of a source of programs and prevented other stations from carrying the same program.

When the Commission adopted its Chain Broadcasting Report, it outlawed both forms of exclusivity. It found that exclusive affiliations were not in the public interest because they unduly hindered the affiliate in his choice of program sources. The exclusivity provisions prevented a station from taking programs from any other network no matter how desirable such programs might appear to be and no matter how much in the affiliate's opinion the carrying of such programs would be in the public interest.

Moreover, they unduly restricted the opportunity of other networks to have their programs presented in a given market. A station with an exclusive affiliation with NBC or CBS was not available at all to any other network even though NBC or CBS might not utilize all of its time on the station. This practice was found to be particularly deleterious in those markets which did not have enough outlets to accommodate all the networks. Exclusive affiliation in those markets tended to freeze out network competition entirely.

Territorial exclusivity like exclusivity of affiliation also arbitrarily restricted free competitive enterprise. As practiced, territorial-exclusivity provisions prevented the networks from furnishing a program to any other station in the same market as that of their regular affiliate even though the affiliate did not carry the particular program. Moreover, in many situations the area of protection accorded the affiliate was so extensive that cities at a relatively great distance from the market in which the regular affiliate was located were not eligible for programs of the particlar network.

The territorial-exclusivity provisions also had a direct and adverse effect on the public. Many popular programs are carried by NBC and CBS. Where the area of territorial exclusivity was unduly wide, a good portion of the public residing in that area was effectively deprived of any opportunity to receive the programs of a particular network, the signal of the regular affiliate which did carry the program being unable to reach into the area, and territorial exclusivity preventing the station serving the area from being able to carry the program in question. And where the regular affiliate decided not to carry a particular network program, no other station could bring the program in question to the people in the area no matter how desirable the program might be and no matter how arbitrary or capricious might be the reason why the regular affiliate decided not to carry the program.

The Commission's Chain Broadcasting Regulations purport to strike at both aspects of exclusivity. So far as exclusivity of affiliation is concerned the regulations forbid any contract, arrangement, or understanding, express or implied, which prevents or hinders a station affiliated with one network from broadcasting the programs of another network or which penalizes the station for doing so. The station is not compelled by this regulation to take programs from all of the networks. The regulation simply means that the licensee of a station must retain freedom of choice as to affiliation and the decision whether to take programs from more than one network must be his own and cannot be influenced in any way by any contract, arrangement, or understanding with any of the networks.

With respect to territorial exclusivity, the Commission's regulations prohibit all contracts, arrangements, or understanding, express or implied, pursuant to which (1) a station serving a substantially different area from that served by the network's regular affiliate is prevented or hindered from carrying the programs of the network in question, or (2) which prevents or hinders a station serving substantially the same area as that served by the regular affiliate from carrying programs of the network which may be rejected by the regular affiliate. The regulation does permit the network to give its regular affiliate the right of first refusal with respect to its programs. As in the case of the exclusive-affiliation regulation no compulsion is put on the network to furnish its programs to any particular station. The regulation simply requires the network to make its own decision and this decision may not in any way be based upon any arrangement with its regular affiliate.

PROHIBIT EXCLUSIVE ARRANGEMENTS

The Chain Broadcasting Regulations prohibit exclusive arrangements. The question is: Have they prohibited exclusivity in practice? Turning first to exclusivity of affiliation, it can be safely said that the formal contracts between the networks and the stations contain no provisions limiting the station to one network. All affiliation contracts must be filed with the Commission and if any of them were to contain any such provision, the parties would be forthwith advised of their illegality and the offending provisions would immediately be removed from the contract.

In practice the situation varies from city to city. Where there are as many as four stations in a given community, each network has a regular affiliate which normally takes programs from that network alone. This has certainly been the case in am. In television it is true only where no intermixture is involved. Where there are four or more vhf stations in a market each one is a regular affiliate of one of the networks and generally takes programs from that network only. Where there are fewer than four outlets in a market, or where some of the outlets are vhf and some are uhf, the vhf outlets are almost invariably the affiliate primarily of NBC or CBS but generally take some programs from the other networks.

So far as territorial exclusivity is concerned, again it is safe to say that none of the formal affiliation contracts contains any provision violative of the Chain Broadcasting Regulations. However,

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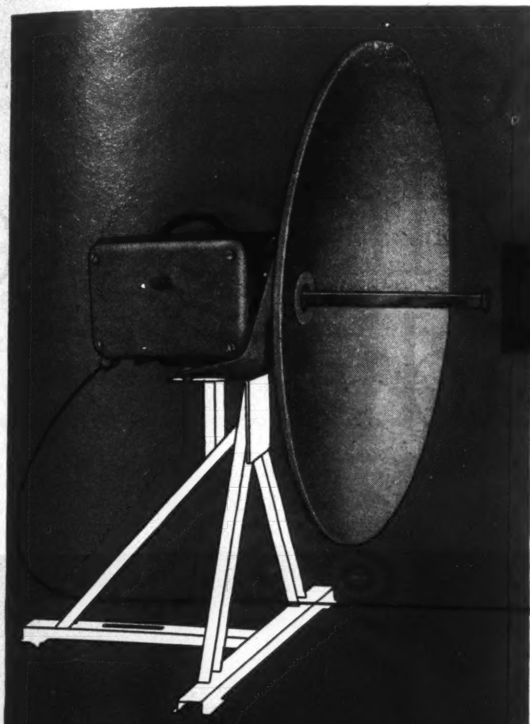

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Color TV microwave relay

PROVIDES ALL THESE EXTRAS AT NO EXTRA COST

Engineered especially for television, Raytheon KTR-100 Microwave provides a simplified, integrated system for highest quality color or monochrome transmission. Adaptable by interchangeable RF plumbing for broadcast, common carrier or government bands . . . easily tuneable in the field to exact frequencies . . . packaged for simplified installation, control and servicing . . . with built-in multiplexed audio — in brief, one basic system for all applications all at no extra cost. Bulletin 3-110 gives complete information. Write for it. Address Dept. 6130 B•T

FLEXIBLE . . . operates at any desired frequency within the Broadcast, Common Carrier, or lower portion of the Government bands.

MAXIMUM VIDEO INTELLIGENCE . . . meets or exceeds FCC and RETMA color specifications.

LOWEST COST . . . in first cost, installation cost, operating cost and servicing cost.

CONVENIENT . . . only four compact, luggage-type packages with all parts easily accessible.

DEPENDABLE . . . with long-life tubes and simplified circuitry. Waterproof, weatherproof, shock resistant.

PERFORMANCE PROVED . . . by leading television stations across the nation (names on request).

SIMPLIFIED, RUGGEDIZED, MINIATURIZED . . . backed by the Raytheon reputation for *Excellence in Electronics.*

VERSATILE . . . for STL, remotes, network or common carrier interconnection; intercity or intracity links; industrial, educational or community television; radar relaying.

CALIBRATION CHART
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Specialists in Microwave for Television

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WALTHAM 54, MASSACHUSETTS

Does he really listen to his car radio?

...or is it simply a pleasant co

Now that America is listening to radio in 26 million automobiles, advertisers have become increasingly interested in the amount of *attention* these sets command.

Here's what a pilot study recently showed:

75 per cent of all motorists not only know the sponsors of the programs they're hearing—they can "play back" substantial parts of the commercials.*

Actually it's not too surprising. With cars so easy to drive these days, there's not much to do but steer. And when the motorist's eye is fixed on the road, his ear hasn't much else to do. Except to take in the most popular programs. And news of the products they sell... on ***The CBS Radio Network***

**On two successive Sundays earlier this winter, Advertest Research conducted interviews with a total of 344 motorists traveling the New Jersey Turnpike. Advertest found 77 per cent of the cars equipped with radio. In these cars, the two programs whose commercials were being tested (Jack Benny and Amos 'n' Andy) had an average rating of 23.1. A booklet giving details of this survey is available from the CBS Radio Network on request.*

nt companion, like his wife?

this does not necessarily mean that the regulations have been effective in making available to nonaffiliates on an extensive scale such network programs as may be rejected by the regular affiliate. In the am field the pattern of regular affiliation is pretty well established and such a pattern discourages any extensive carrying of network programs by stations not regularly affiliated with the network in question. In television the situation is somewhat complicated by the fact that in some intermixed markets the networks have affiliation agreements with two or more stations in the same city, the primary one with the vhf station and a secondary one with a uhf station. In this type of situation, where the primary affiliate rejects a network program, such program becomes available to the secondary affiliate.

So far as the second aspect of territorial exclusivity—areas of protection—is concerned, it is not possible on the basis of the data thus far available to draw hard and fast conclusions. The criteria which seem to be followed appear to vary depending upon whether vhf or uhf stations are involved, and the number of sets capable of receiving each set of signals. It is apparent that there is no consistent pattern which is followed by the networks in determining who does or does not receive a network affiliation.

PUBLIC HAS INTEREST

The public has a legitimate interest in the manner by which such affiliations are granted. In the first place, a network affiliation is a most valuable asset for all television stations and is the difference between success and failure for many stations. Secondly, uhf stations have had great difficulty in securing network service and unless they are able to secure such service on a fairly extensive scale, successful uhf operation is very difficult and there is a good prospect that a large part of the radio spectrum will go unused. Thirdly, the dependence which so many television stations have on the networks for their success, and the necessity which this imposes upon stations to stay on good terms with the networks lest they lose their affiliation, make it essential that serious consideration be given to methods for insuring that such affiliations are awarded in a reasonable manner so that the fullest competition is assured.

2. Methods for dealing with problems of exclusivity

(a) Common carrier method

The most far-reaching solution advanced for dealing with problems of exclusivity is that the Communications Act should be amended so as to provide that the networks be classified as common carriers, at least so far as the question of awarding affiliations is concerned. There are several possible meanings of the concept "common carrier" and it is not entirely clear just what definition is meant by those who advocate this solution. The broadest concept is that the networks should be required to offer affiliations to all stations desiring same. The objections to this concept are fundamental. Aside from the obvious discrimination involved in saddling the networks with a common-carrier status of this type while non-network suppliers of programs remain unregulated, there are such serious economic obstacles in the path of such a proposal that it is most doubtful whether network operation could survive such regulation.

It must be remembered that the base of network operations as of all other broadcast operations is advertising revenue. When an advertiser buys time, he is generally not interested in paying for duplicate coverage. If the network is required to accept affiliation requests from all stations, it could well be faced with the necessity of feeding its program to two, three, or four stations in the same market. There is no way to make the advertiser pay for the coverage of more than one station in that market. If such an attempt were made, the cost of advertising over television could become so prohibitively expensive that the advertiser would take his business elsewhere.

Since no way can be devised to make the advertiser pay for duplicate coverage, can other methods be devised which are not economically ruinous? Forcing the station to split the revenue would be no solution. At the present time an affiliate is able to secure only a small percentage of his rate card for carrying network programs. If he were compelled to share the same programs with three or four other stations, his return would be correspondingly smaller and network affiliation could become quite unattractive. If, on the other hand, the network were compelled to compensate each station carrying the programs on the same basis as is presently utilized for one station, the network would soon be out of business.

A most compelling objection to treating networks as a common carrier as the term is utilized above is that it would involve a wasteful use of television facilities and could restrict the development of new networks. As we have already noted, frequency space is very limited and there are not nearly enough frequencies to provide a television station for all qualified applicants. Moreover, there is only a limited number of hours that each station can broadcast. It may be a truism, but the fact remains that when a station is broadcasting one program it cannot at the same time broadcast another program. If two or more television stations in the same community carry the same program at the same time, one or more programs are effectively denied to the citizens of that community. The public interest demands that there be a maximum number of program sources available to the public so that the public taste and viewpoint may be molded as a result of being exposed to as many points of view as is possible.

(b) Associated Press case approach

In concluding that availability of network affiliation to all stations on a compulsory basis is not warranted, we must nevertheless recognize that the public does have a legitimate interest in the manner by which such affiliations are awarded. A network affiliation is a most valuable asset. We are not suggesting that machinery should be established whereby the Government would supervise the award of each and every affiliation. As we see the problem, it can be said that where no conspiracy is involved and where no unduly restrictive practices are being followed in the awarding of affiliations—and where such factors are present the Commission and Department of Justice have ample authority under present law to deal with the matter—it is of no governmental concern whether a given network awards an affiliation to station A or station B where they are both located in the same community, and where they serve approximately the same service area.

An entirely different situation is presented, however, where two or more stations serving different areas desire an affiliation. Under the Commission's rules a network may deny an affiliation to a station that serves substantially the same area as that of another station already affiliated with that network. The Commission has never issued rules and regulations defining what it meant by "substantially the same service areas," and it does not appear that the networks have developed a consistent policy on that score.

NETWORK STANDARDS NOT CLEAR

It is not clear just what standards are followed by the networks in making the judgment as to what constitutes excessive duplication. Apparently at least the question of whether vhf or uhf facilities are involved influences the outcome. It is also apparent that the identity of the applicant can play a disproportionately important part in determining who is to be granted the affiliation. Thus where a single group owns more than one television station which is already affiliated with a network, that same group has a tremendous advantage in acquiring an affiliation from the same network when it acquires a new station. Indeed, existing affiliations have been changed in order to award a network affiliation to such multiple owners upon their acquiring a new station. Another illustration of the important part played by the identity of the applicant is found in the situation where an existing am affiliate of the network is competing against a newcomer for a television network affiliation. In the great majority of cases the am affiliate is granted the television affiliation as against the newcomer. This has taken place even when it was necessary for the network to cancel or fail to renew an affiliation previously granted to another station that may have received its authorization before the regular am affiliate was awarded its permit.

The importance of a network affiliation to successful operation of

UHF IS FIRST

on florida's west coast

WSUN-TV has been the only station serving the Tampa Bay Market for over a year and a half. UHF was first and is established as the Number One Channel. WSUN-TV is truly regional with an audience in more than ten counties and more than 134,000 receivers, increasing every month. Studios are on the Million Dollar Pier.

WSUN-TV

channel 38

St. Petersburg **Florida**

WHY use a scanner system for your color film?

A FLYING SPOT scanning system radically reduces operating and maintenance costs... is simple to operate... and achieves for you the finest picture quality — completely banishing registration and shading problems.

It does this despite the fact that color equipment requires more tubes, more circuitry, and a more complicated optical system to accommodate three times the electrical information that monochrome requires. A scanner system does it by making use of two simple tube types—the cathode ray tube, and the electronic photo-tube. These mass-produced tubes are relatively inexpensive, have a record of proved-in-service dependability, and are available almost anywhere.

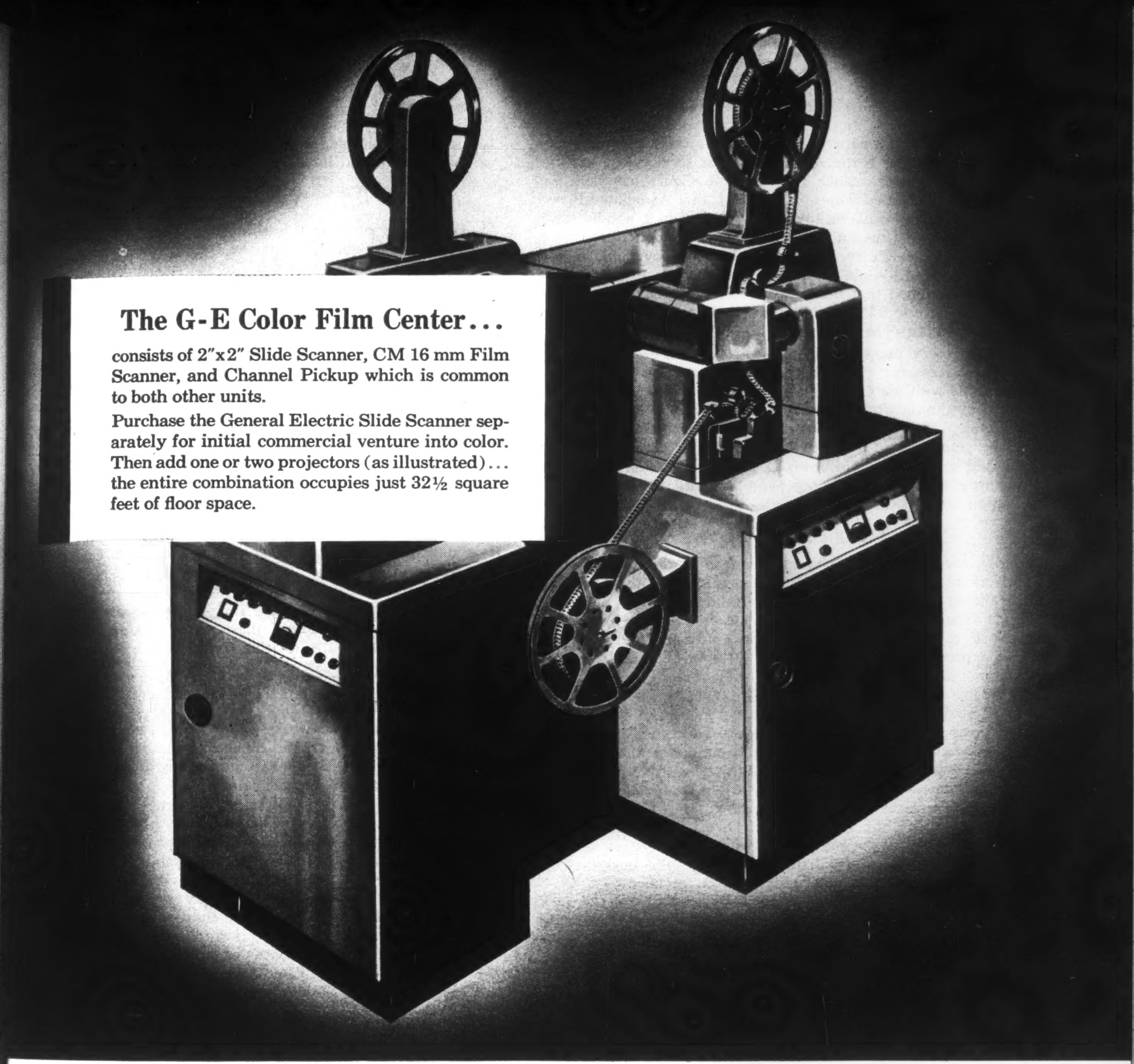
Finest color picture quality requires that color registration and shading problems be eliminated. A scanner system does just that, and has fewer and simpler controls than any other color film system on the market today.

These considerations — low operating and maintenance cost, simplicity of operation, availability of standard, relatively inexpensive tubes, and—above all — quality pictures — are the reasons why you should use a scanner system for your color film.

GE
PYRAMID PLAN
FOR COLOR TV

THE success of any scanner system is based on the proper design of the continuous motion projector. Working with General Electric engineers, Eastman Kodak Company perfected a simple "long-life" projector. High light output of this projector permits use of films of varying densities. So existing color films of *all* varieties can be shown on this premium-quality projector.

Now's the time to check the savings in color equipment, *operation* and maintenance. Do it before you commit yourself to an inferior equipment program that will affect your profits in color for years to come! Before you make a decision get the details on G-E PYRAMID PLAN PROJECTION PACKAGE. And, at the same time ask your G-E representative to timetable your entry in color with the famous G-E PYRAMID PLAN. Why not phone him today, or write: General Electric Company, Broadcast Equipment, Section X225-7, Electronics Park, Syracuse, New York. *In Canada, write:* C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.



The G-E Color Film Center...

consists of 2"x2" Slide Scanner, CM 16 mm Film Scanner, and Channel Pickup which is common to both other units.

Purchase the General Electric Slide Scanner separately for initial commercial venture into color. Then add one or two projectors (as illustrated)... the entire combination occupies just 32½ square feet of floor space.

WHY USE THE G-E SCANNER SYSTEM FOR YOUR COLOR FILM?

1. Occupies less floor space, brings lower power costs, lower tube costs, and the *lowest overall operating cost* of any color film equipment available today!

2. Simple, accessible controls.

3. Automatic film shrinkage compensator (exclusive with General Electric).

4. Crisp, clear pictures. Ten times the light output of other optical designs using rotating prisms rather than G.E.'s rotating mirrors.

5. No smear, shading, or color registration problems.

6. Quiet mechanical operation. No eccentric or reciprocating parts to become noisy through wear.

7. Each projector has its own scanner tube. Reduced lost air time in event of tube failure.

Progress Is Our Most Important Product

GENERAL ELECTRIC

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USING THE UNUSED SHOWS

Secondly, the Commission should set up a procedure to insure that network programs not carried by a regular affiliate should be made available to other stations. The following steps are suggested: (1) When a regular network affiliate or a station owned by the network rejects a particular network program, the network shall give appropriate notice of the fact; (2) upon request from any other station serving an area which is substantially different from that served by a station carrying the program, the network shall furnish the program to such station on a nondiscriminatory basis so far as compensation and other terms are concerned. It should be emphasized that the offer must be on a nondiscriminatory basis and not on the same terms and conditions as for the regular affiliate. Differences in circulation of various stations would, of course, have to be given appropriate consideration. If the network program is sponsored, the station would have to convince the advertiser to buy time on the station. The procedure suggested here would give the station an opportunity to secure the business, an opportunity not readily available under present practices.

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FIRST PULSE ON 50 KW OPERATION AT

WOWO

476 FIRSTS

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The figures tell WOWO's story. They're in the latest Pulse, October-November, 1954. They cover twenty-six counties in prosperous Indiana, Ohio and Michigan. They show that WOWO leads in every quarter hour surveyed—from 6 AM to 11 PM on week days and from noon to 11 PM on Sundays. Make you want to know more about WOWO? Then consider this—

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WOWO
FORT WAYNE

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.
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All other WBC stations represented by FREE & PETERS, INC.

THE BIGGEST STEP IN TELEVISION

At 9:00 P.M. on December 18th a little toy soldier stepped in front of a TV camera. Ninety minutes later he walked off . . . and "Babes in Toyland" had become the number one-rated program.*

A Max Liebman color Spectacular, "Toyland" was seen in over 14,500,000 homes with a rating of 50.5.

Our toy soldier was joined in the Nielsen Top Ten by "Dateline", a Producers' Showcase Spectacular.

Thus far this season eleven Spectaculars have appeared on NBC. Here is the record.

- Eight of the eleven won Nielsen Top Ten rating honors
- Average rating — 40.3
- An average of more than 11,400,000 homes reached by each Spectacular

In addition to "Babes in Toyland" and "Dateline," four other NBC programs were in the Top Ten, bringing the total to six for the latest Report. That's twice as many as the second network. Such program leadership as this over the last fourteen weeks has enabled NBC evening shows to deliver an average of 576,000 more homes than the next network.

All of which puts our advertisers a big step ahead, too.

NBC PROGRAMS IN THE TOP TEN	RATING	HOMES REACHED
Babes in Toyland	50.5	14,569,000
Dragnet	44.1	12,824,000
Buick-Berle Show	42.0	12,243,000
Groucho Marx — You Bet Your Life	41.1	12,063,000
Martha Raye Show	40.4	11,655,000
Dateline	40.3	11,506,000

Exciting things are happening on

NBC TELEVISION

a service of RCA

**Nielsen second December Report. All data verified by A. C. Nielsen Co.*

ANOTHER TURNER

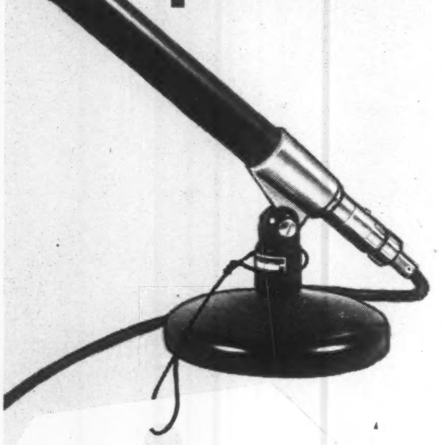
VALUE

IN

MODERN STYLING

FINE PERFORMANCE

STAND-TO-HAND CONVENIENCE



MODEL 57 DYNAMIC

Designed to meet radio, TV, PA standards of —

- PERFORMANCE:
  RESPONSE: 50 to 13,000 c.p.s.
  LEVEL: —55 db.
- STYLING:
  Slim, functional, inconspicuous . . . satin black finish can't reflect light.
- CONVENIENCE:
  Quick transfer from desk or floor stand to hand.

IMPEDANCE:
Wired for quick selection of either high or low.

CABLE:
20-ft. 3-conductor shielded cable with Cannon XL-4 quick-disconnect plug.

MOUNTING:
Hinged to swing microphone in 60° arc. Standard 5/8" — 27 thread.

LOW COMPETITIVE PRICE:
$57.00
Desk Stand $7.50 extra.

THE TURNER COMPANY
936 17th Street N.E.
Cedar Rapids, Iowa

in that market. However, in intermixed markets with only one, two, or three vhf outlets, a different situation is presented. Here, the preference which outlets have for NBC and CBS affiliations results in the great bulk of the station's time being devoted to NBC or CBS programs; ABC and DuMont occupy a secondary position on these stations. The nonavailability of outlet time in one- and two-station communities severely curtails the opportunity of ABC and DuMont to compete for national accounts and tends to perpetuate the dominant positions which CBS and NBC occupy in the field.

Licenses of vhf stations in intermixed markets containing fewer than four vhf stations enjoy a quasi-monopolistic position conferred upon them by the Government. The manner in which they exercise their choice as to network programs has an important bearing upon the number of networks that can have an opportunity to succeed. Network service is an important ingredient in television broadcasting as we know it today. The public interest is not served by having two dominant networks who by virtue of their dominance enjoy positions of enormous power in the industry. Affiliation with these two networks is so important that most stations live in fear lest they lose their affiliation. Moreover the networks exert a tremendous influence in molding the tastes and views of the American people. The principal officers of the networks in New York are in a position to determine the type of programs that are presented or not presented in the various communities throughout the country. The public would be better protected if there were many networks performing this function in a vigorous manner rather than a mere handful.

As long as television facilities remain scarce and as long as vhf stations in intermixed markets are free to exercise their choice of network source with no restrictions whatsoever, it is safe to say that the present situation where two networks dominate the scene is likely to continue for an extensive period of time. Some reasonable restriction on station choice as to network programs must be devised if we are to have the maximum utilization of television in the public interest. These restrictions, of course, will not guarantee that any particular network or networks can prosper. We have no way of knowing how many television networks the economy can support. The only function which the Government can perform is to remove artificial competitive restrictions so that the forces of economics and the ability of management will control.

It is not possible to state in specific details just what particular remedies should be adopted in order to achieve this result. Further study is obviously needed. However, it is possible to outline in fairly definite form what these provisions should cover. In the first place, the Commission should undertake to enumerate those markets in the United States with fewer than four facilities of relatively equal desirability, whose availability are important for network operation. At the present time, a uhf facility in an intermixed market would obviously not be included as one of the four. But if and when conversion should reach a high enough point, e. g., 85 or 90 percent, uhf stations in such communities could then be included. The Commission should specify the particular percentage of conversion that would be required in order for uhf stations to be considered eligible for consideration as a relatively equal facility.

Secondly, provision should be made that not more than a certain percentage of the station's time in each of the segments of the broadcast day as defined by the Commission may be made available to the two dominant networks, NBC and CBS, for the purpose of carrying their programs. Obviously, the exact percentage will vary depending on whether the number of stations is three, two, or one. Nor is there any suggestion that the time be divided equally. It is appropriate that some time be made available for all of the networks so that none of them is frozen out of a substantial number of markets. But competition should still be permitted to play its part in enabling one or more of the networks to attract as much business as possible within the formula. Equality should be earned and not arbitrarily imposed.

FIGURES TO ILLUSTRATE

The following percentage figures are suggested for illustrative purposes only. Where there is only one station, it should not be permitted to make available to NBC and CBS combined more than two-thirds of its time within each segment. Where there are two stations, each one shall be restricted to no more than three-fourths of its time within each segment for NBC and CBS combined. Where there are three stations each one shall be restricted to no more than 85 percent of its time for NBC and CBS combined.

In order to make the plan work and in order to assure that time does not lie fallow, it would be reasonable to provide that where any time required under the above formula to be reserved from the two dominant networks remains unused by the other networks for a given period of time, the station may then make such time available to the two dominant networks. However, in order to preserve the opportunity for the other networks to utilize the time at a later date, any reserved time made available to NBC or CBS under the above exception must be subject to recapture on reasonable notice—e. g., 13 weeks—upon request of other networks.

Thirdly, in order to make sure that the station retains latitude with respect to its programming, and in order to negate specifically any suggestion that the station is affirmatively required to carry a program which it does not desire to carry, the regulations should provide that any time which the station is required to reserve from use by NBC and CBS and any time which the station

WGAN-TV Channel 13

• EXPANDING

- WGAN-TV, in only a few months, has become one of the the most potent influences in the lives of the people of the Greater Portland Area, the largest wholesale and retail center north of Boston.

By May 16, 1955, one year from the date WGAN established its television operations, its studios and offices will occupy the complete fourth floor of the Gannett Building.

• 316,000 watts

- To expand its service area WGAN-TV as of January 1, 1955 increased its power to 316,000 watts, the maximum power for Channel 13.
- And in color, WGAN-TV is equipped to transmit network originations and has viewing facilities available for listeners and sponsors.

• COLOR

- The management and staff of the Guy Gannett Broadcasting Services look forward with optimism to ever increasing the quality of the radio and television services it offers to the public and advertisers.

WGAN and WGAN-TV
GUY GANNETT BROADCASTING SERVICES
390 CONGRESS ST., PORTLAND, MAINE
Represented Nationally by Avery-Knodel, Inc.

CBS
BASIC OPTIONAL

may be required to recapture from NBC or CBS pursuant to the formula described above, need not actually be turned over to any particular network. The station should be entitled to refuse to turn such programs over to such networks for any reason whatsoever—other than as a result of a conspiracy with third persons—and should be free to carry any other type of program during that period except the programs of NBC or CBS.

Throughout the above discussion the assumption has been made that there are only four networks. It is possible that other networks may arise in the future. If they do, the Commission can modify its formula so as to take care of the newcomer situation. The guiding principles will remain the same but the specific percentages will vary. The flexibility of the administrative process was created for the very purpose of taking care of this changing type of situation.

D. Time Options

There are two different kinds of time periods which are available for sale by the networks on behalf of their affiliates; option time and nonoption time. The name "option time" derives from the fact that time so denominated is subject to preemption by the network. The network attempts to secure options on the same periods of time on all of their affiliated stations. The advantage of options is that the nework is able to negotiate with advertisers for the purchase of a program secure in the knowledge that if the time bought is in option time the network can exercise its option, thus clearing the time for the program.

The Commission's Chain Broadcasting Regulations impose certain limitations on option time. First, no more than three hours can be subject to option time in each of the following time segments—8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. Second, the option cannot be exercised on less than 56 days' notice, although the station can voluntarily take the program on less than 56 days' notice. Third, the option cannot be used to oust a program of another network. With these exceptions the option can be exercised to remove any other type of program, commercial or sustaining, no matter how long that program may have been carried over the station in that particular period of time.

The network is free under the Commission's regulations to negotiate with its affiliates to carry programs during nonoption time. The network cannot by exercising a unilateral option compel the station to carry such programs and it cannot compel the station to cancel any program that is being carried in such nonoption time. But the station is free to take such programs. Indeed since local and national spot business is quite commonly sold with the right of either party to cancel before the termination of the contract, the station is free in such instances to cancel a commercial program in order to carry a network program offered to it in nonoption time.

Cancellation privileges are quite different for network programs. The network cannot by exercising a unilateral option compel the Broadcasting Regulations provide that the station must retain the right: (1) to reject network programs which the station reasonably believes to be unsatisfactory or unsuitable, (2) to cancel a network program which in its opinion is contrary to the public interest, and (3) to substitute a program of outstanding local or nation importance for a network program. Aside from these limited cancellation privileges, the affiliates possess no cancellation rights, or virtually none, as to network commercial programs which are carried in option time. The stations are obligated to carry the programs for the entire period that they are carried by the network itself.

Cancellation practices seem to vary so far as network programs in nonoption time are concerned. In some cases the station's obligation is to carry the program for as long as the program is on the network. In other cases the station has the right to terminate only at the end of rather extended periods.

The significance of time clearances and cancellation provisions cannot be minimized. It is believed that they create an artificial and competitive advantage for the networks which helps to explain the dominant position they occupy in the industry.

The importance of networks for television operations is that a high percentage of the popular programs are supplied by the networks. Audience is built by popular programs and audience is what television stations sell. Popular programs also come from nonnetwork sources. Production of films designed for television is becoming an important factor in the television industry. The economic wherewithal to support these programs is primarily national spot business. However, as a result largely of present network practices the bulk of national and regional advertisers' budgets which support programs go to build network rather than nonnetwork programs.

The reason for this can be traced back in large measure to option time. When the licensee of a television station or national spot representative competes with the networks for the business of national advertisers, he must advise the advertiser that any program he may sponsor in option time can be moved on 56 days' or less notice. The effectiveness of programs from a sales point of view is continuity. The full effect of a program in stimulating sales is in many instances not reached for weeks or even months. Hence a national advertiser has no incentive to invest much money in a program that is carried at a time which is subject to network preemption. The station or spot representative thus finds that his effort to secure national advertiser sponsorship of programs is effectively thwarted so far as time on network affiliates subject to option is concerned. And option time constitutes a good part of the program day and much of the desirable hours thereof.

Even in nonoption time the station or national spot representative is at a serious disadvantage as against the network. When time is sold to an advertiser on a national spot basis, the sales contract quite generally provides for cancellation by either the station or the advertiser before the end of the term. When the advertiser deals with the network, he knows that the station has very limited or no cancellation privilege. The network can assure the advertiser that there is very little likelihood that individual stations will cancel his program so long as the program is on the network. If on the other hand, the advertiser buys time on network-affiliated stations on a spot basis, his program can be canceled out by any station. And if enough stations cancel out, the effectiveness on a national scale of the entire program may be adversely affected. Because of this factor a major part of national spot business is confined to spot announcements.

In view of the foregoing it is not difficult to see why the networks are today the principal source of popular programming and why affiliation with a network is so important for stations. If a station is affiliated with a network, it has the assurance of a steady source of good programs that are appealing to the public.

SUCCESS OR DEFICIT

A good network affiliation is the difference between financial success and deficit operation for most stations. Affiliated stations cannot afford to run the risk of losing their affiliations. Only those relatively few licensees who own stations in large cities where the total number of stations in that city is fewer than the existing networks approach anywhere near equality in bargaining position with the networks. And even those few lose their position as more stations are authorized. We thus have a most anomalous situation. The Commission is enjoined by dictates of public interest to provide as many outlets per community as is technically possible in order to promote competition and diversification of viewpoint. Yet this very act of multiplying stations increases the supply of potential affiliates and thus reduces the bargaining power of each station in its dealings with the network. The very act which promotes diversification of viewpoint at the local level by increasing the number of stations also accentuates their dependence on the networks.

The solution to the problem is to remove the subordination of stations to networks by expanding program sources. For as long as the networks remain the principal source of good programming material, the stations are bound to occupy a subordinate position with respect to them and there cannot be equal bargaining between them. There is no disposition to eliminate the networks or to curtail their legitimate functions. They play an extremely important function in our system of broadcasting. Nevertheless, it cannot be gainsaid that we would have a healthier situation if some means could be devised whereby the sources of good programming could be expanded so that the dependence which television stations now have on the networks could be mitigated.

The source to look to for additional programming material is

Even a line
won't "blow" . . . on film!

Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kidded! Besides, it's easy, economical, to produce and co-ordinate showings when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

or **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman
Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to film your show IN COLOR. You'll be needing it . . . soon.

national and regional advertising revenue channeled through national spot business. A very large part of such business has been limited to spot announcements since national spot programs can be displaced on short notice. If the national spot advertiser could be assured that once his program was placed on a station it could not be displaced to make way for a network program, it is entirely possible that more time, money, and effort would be expended by national advertisers in developing good programs that would be available on a national spot basis. It may be that the network form of program presentation is so superior from an advertiser's point of view that these advertisers would prefer to continue to devote their advertising budgets to sponsoring programs over networks and not substantially increase program sponsorship on a national spot basis. However, there is no way of knowing whether this is so unless all artificial restrictions are removed. And the advantages of creating new program sources are so great that every reasonable effort should be resorted to which can make the objective come true. The function of the Government should not be to aid one form of doing business at the expense of another. It is the function of the Government to see to it that there are no artificial restrictions on one group and artificial advantages favoring another. Present time-clearance arrangements give the network artificial advantage.

If the vulnerability of national spot business were removed and if time availability for such national spot business could be made as firm as it is now for advertisers using the networks, an incentive would be created for advertisers, the advertising agencies, the national spot representatives, the producers of film for television and others to develop good programs for presentation on a national spot basis as well as for network purposes. If that should occur, the sources of good program material would become much more diversified and stations could be relieved in great part of the present dependence on the national networks.

MODIFY OR ABOLISH

In order to make this objective possible, the option-time rule should be modified or abolished. It is difficult to see any justification for permitting a network option to oust the program of a national spot advertiser. The Commission's rules and regulations provide that the option of one network cannot be utilized to oust the programs of another network, but may oust any other type of program. We fail to see why there is such solicitude for the advertiser who places his programs over a network as against the advertiser who places the same program on a national spot basis. It is perfectly clear why the Commission felt it necessary to provide that the option of one network should not be permitted to displace the programs of another network. Otherwise one network could enjoy a competitive advantage over another. But it is difficult to see why the network should be given this advantage over the national spot representative or the film company furnishing programs to television stations. The national spot representative or film company having competed with the network for the business of a national advertiser and having prevailed, should not find this successful effort thwarted by the device of the network exercising its option and displacing the program.

The discrimination inherent in the ability of the network to displace national spot programs is twofold. First, it gives to the networks an important competitive advantage as against the national spot representatives in their endeavor to sell time to advertisers. Secondly, it gives to the advertiser who uses networks for his programs a superior protection as against the advertiser who desires to place his programs on a national spot basis. No reason exists for permitting this discrimination to continue. Therefore, as a minimum, options, if permitted, should be modified to provide that a network option should not be allowed to oust a national spot program any more than it is able to oust the program of another network.

However, serious doubt exists as to whether network options should be permitted at all. In reason and logic there is no basis for saying that an advertiser who uses one form of television advertising, e. g., network, should be given an advantage over another one, e. g., national spot. The former cannot be displaced by the exercise of an option; the latter can. There may be good reason why a station licensee should desire to retain a right of cancellation in order to preserve flexibility in his programming structure. However, retaining the flexibility for himself is one thing. To permit a third person to compel him to cancel whether he chooses to do so or not is an entirely different matter. The responsibility should be that of the licensee and the licensee alone. An advertiser whether he be a local, regional, or national advertiser should be free to buy time on a station secure in the knowledge that his program will continue to be carried on the station at the appointed hour unless and until the station licensee decides pursuant to a contract that a change should be made. That decision should not be delegated to a company supplying programs for a group of stations out of New York whose decision cannot be related to its affiliates' local needs.

The networks may argue that the existence of the option is necessary for the survival of the network. There are two answers to this contention. In the first place, this is like the cry of "Wolf, Wolf" of the fable. Once before the networks argued vehemently and earnestly that network operations would be hopelessly crippled if the Commission's Chain Broadcasting Regulations were permitted to go into effect. The regulations did go into effect, and the networks survived; indeed they have prospered under the regulations. Moreover, the networks already are engaged in syndicating many of their programs on a film basis. Apparently they have been successful in this effort without the benefit of option time.

The second answer is that the Government is not justified in giving one segment of the industry a competitive advantage over other segments. If the networks are able to produce better programs they will prosper because advertisers will seek to utilize their facilities and stations will be anxious to affiliate with them. If the programs are not that good, the Government should not step in to help them.

It cannot be gainsaid, for example, that the business of the national spot representatives would be materially aided if they were permitted to use option time to move established network programs. No one would seriously urge such an innovation. The networks should no more be insulated against competition than should the other elements of the industry.

One of the basic defects of the option-time system is that it results in giving to the networks an inordinate amount of control over broadcast time the country over. The Commission grants licenses to individuals or companies because it finds that they are qualified to operate stations in their communities in the public interest. These licensees invest money to build stations. When they affiliate with the networks, they must as a matter of practice give options to the networks for a substantial portion of their broadcast time. If such time is not sold, the stations suffer the losses. If the time is sold, the networks secure a large part of the proceeds. Moreover, the exercise of the options enables networks to impose their judgment on the licensees concerning the programs they will carry. The Commission has limited ownership of stations by networks in order to preserve competition and to minimize the networks' dominance. However, such objectives are largely defeated by permitting the networks to have option time. For, through the device of exercising options, the networks can control what is seen and heard over most of the stations of the United States for a good portion of the broadcast day. By eliminating options the networks will have to sell stations the idea of carrying particular programs and will have to do their selling job in competition with all other suppliers of programs. With option time, compulsion and not competition can compel the stations to take many network programs.

In addition to changing the option time rule, some modifications seem to be required with respect to the provisions governing the right of stations to cancel advertising contracts before the termination date. Consideration should be given to a proposal that the station should not discriminate as between advertisers with respect to the right to cancel programs. In other words, if a licensee sells time to a national spot account on a 28-day cancellation basis, his sale of time to the networks should also be on the same basis. If, on the other hand, he sells time to the network with no right of cancellation prior to the expiration of the term thereof, he should be compelled to sell time to national spot advertisers on the same basis. In that way both the networks and the national spot advertisers could compete on the same terms.

E. Networks Acting as National Spot Representatives

The networks not only attempt to sell network programs to na-

INDEPENDENT WNEB

THE ONLY WORCESTER STATION TO INCREASE AUDIENCE IN ALL THREE TIME PERIODS—Mornings, Afternoons, Evenings

Now more than ever, WNEB is your best buy in Worcester—with these higher ratings—with a huge out-of-home audience—with new volume discounts!

1ST!

1st afternoons

1st evenings

1st saturdays

TIME	WNEB	Network Station A	Network Station B	Network Station C	Network Station D
MORNINGS Mon. thru Fri. 8:00 a.m.-12 noon	**32.7**	48.6	10.5	3.7	2.8
AFTERNOONS Mon. thru Fri. 12 noon-6:00 p.m.	**45.4**	40.9	4.9	3.6	3.7
EVENINGS Mon. thru Fri. 6:00 p.m.-8:00 p.m.	**38.7**	38.2	5.6	11.8	3.3
SATURDAYS 8:00 a.m.-8:00 p.m.	**45.0**	33.6	10.0	5.5	4.8

Hooper Audience Index
Nov.-Dec. 1954

MORNINGS—WNEB has more audience—almost double the audience—of 3 competing network stations **combined!**

WNEB

WORCESTER
MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.

tional advertisers but since each of the networks also owns stations they are interested in national spot business on their own stations. The networks act as their own national sales representatives in whole or in part for the purpose of securing national spot business for the stations owned by them. In addition, CBS and NBC also act as national spot representatives for some of their affiliates.

The propriety of this practice was investigated by the Commission in connection with a complaint filed in 1947 by the National Association of Radio Station Representatives. The Commission held lengthy hearings on the subject in 1948 and briefs were filed by interested parties in 1949. No formal report was ever issued by the Commission. In July 1950 the Commission issued a statement in which it stated that the practice of networks representing their affiliates in the sale of time for national spot business did not violate existing Chain Broadcasting Regulations. The Commission left open the question as to whether the practice was otherwise against the public interest and whether the Commission should adopt rules and regulations to abolish or limit the practice. No further action has been taken by the Commission with respect to this matter.

Upon analysis, it would appear to be difficult to justify the practice of NBC and CBS acting as national spot representatives for the stations affiliated with them. The national advertiser trying to make up his mind whether to place his program on a network or national-spot basis finds himself faced in many markets with a single organization that is promoting the network's interest and at the same time is attempting to sell his program on a national spot basis. The amount of revenue which the network derives from its network business is many times greater than the revenue which it receives from acting as national spot representative. While the respective sales departments of the networks which deal with network sales and with national spot sales may be separate, the fact remains that all of these departments are under the supervision of the operating head of the entire company whose responsibility to the stockholders and directors of the company is to insure that the operation of the organization results in a maximum return to the company. It is difficult to believe that the networks can seriously urge that in the long run they are able to pursue national spot business as vigorously as do the national spot representatives who have no conflict of interest on this score.

SPOT AT A DISADVANTAGE

National spot representatives find themselves at a serious disadvantage in competing with the networks for national spot business. When an advertiser buys time on a national spot basis, he has no assurance that his program will not be moved upon the exercise of a network option or upon the network placing a network program in nonoption time. When the advertiser deals with the network as the national spot representative, he knows that the organization which is attempting to sell him a national spot program is the same organization which determines the composition of network programs and the hour at which they will be aired. While in many instances the network may have no flexibility as to the hour at which a network program is to be aired, in many other cases it does have such a choice. Whether the power is ever used or not, the fact remains that advertisers know that the network in selling time for network programs are in a position at least where several alternatives are available to protect the time which has been sold to national advertisers on a national spot basis over stations represented by the network. The national spot representative has no such leeway—and the advertiser knows that too.

The argument is made that stations using networks as national spot representatives do not suffer financially thereby. This may be true. The fact is, however, that stations which are affiliated with either CBS or NBC already have a substantial advantage to begin with when it comes to attracting national spot business. They have the desirable adjacencies which the national advertisers are anxious to purchase. Moreover there is no denying that NBC and CBS may be very effective in securing national spot business for their clients; their dominant position in the industry gives them a healthy headstart. Association with the dominant forces in an industry frequently results in substantial financial gain for the participants. Such gain, however, tends to be enjoyed at the expense of independent elements in the industry.

There may be some justification in NBC and CBS acting as national sales representatives for some of their affiliates but on the basis of the data thus far available such conclusion does not appear to be warranted. The practice effectively denies to national advertisers in many markets any opportunity of dealing with two vigorous competitors each seeking business for his medium—network or national spot—and limits the advertisers' choice to one organization representing both media. Moreover, the practice places national spot representatives at a serious competitive disadvantage in their solicitation of national spot business. Finally, the practice plays a role in subordinating the function of national spot business as a potential supporter of good programs, thus impeding the development of more sources of good programming—a development that is important if television stations are to be relieved of their dependence on network affiliation.

F. Other Network Problems

There are many other aspects of the network situation which require attention. The basic elements of these problems are clear and a brief discussion of them is set forth below.

1. Coaxial cable and microwave charges

The complaint is made that the charges which the telephone company makes for transmitting network television programs over its coaxial cable or microwave relay system and for local connection purposes are so high that stations located in many areas of the country are effectively denied the opportunity of carrying network programs. The point is made that even if such stations were otherwise able to receive network programs, the costs of bringing the programs live from the nearest interconnection point are so high as to be prohibitive for many stations. The prospect of even higher rates for color programs complicate the problem even more for the future. It has been a long time since the Commission has given consideration in a formal proceeding to the rates of the telephone company affecting broadcast operations. The Commission's awareness of a portion of the problem is shown in the pending proposals relating to private operation of relay facilities. The proceeding is important but it is no substitute for the more formal rate proceeding referred to.

The Commission should undertake at the earliest practicable date an examination of the reasonableness of the telephone company charges relating to broadcast operations and of the proposals for cheaper services to sparsely settled areas. The matter is important because if these charges can be reduced without placing an unfair burden upon other communications users, the availability of network programs could be expanded throughout the country, particularly in the communities distant from interconnection points which are most in need of such program service.

2. Ownership of am and tv networks by same organization

At the present time, three of the tv networks are owned by organizations which also own am networks; only DuMont of the four networks has no am counterpart. It will be recalled that at the time of the chain broadcasting investigation NBC owned two am networks, the Red and the Blue networks. The Commission found that the Blue was used as a buffer to protect the Red against competition and operated as an undesirable restraint on competition. Accordingly NBC was required to divest itself of one network. There is a potentiality of the same thing happening in television. On the other hand, it may be too early to consider ordering a separation of am and tv network operations. The Commission should give continuing consideration to this matter.

3. Ownership of stations by the networks

At the present time each of the networks is permitted to own five vhf and two uhf television stations. In the Chain Broadcasting Report the Commission stated that if it were treating with the subject as an original matter it might well reach the conclusion that networks should not be permitted to own any stations. However, considering the fact that the Commission had permitted the networks to acquire their stations and also considering the fact that

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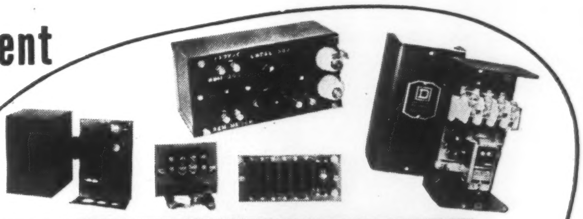

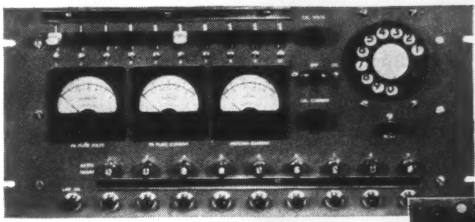

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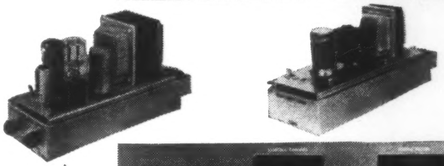
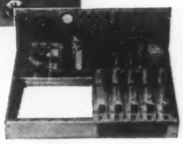
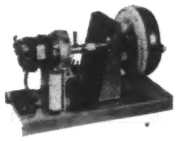
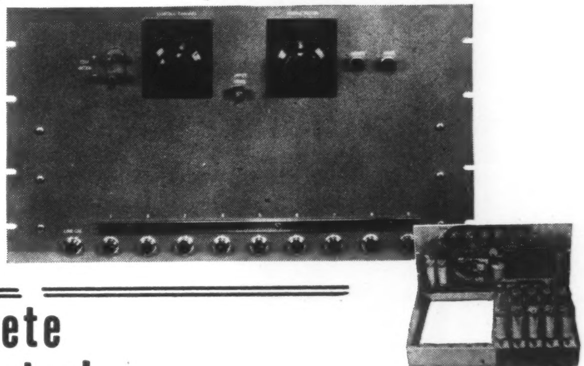


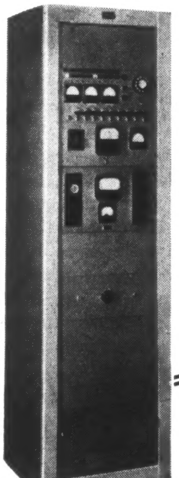






PRICE $1594.90

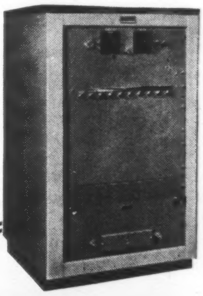
OR if you want the Complete System for Remote Control



Here is the famous RCM-14 system, ready to move in your station. Equipped with R. F. amplifier for remote monitoring, dual rack cabinets, completely wired, supplied with transmitter meter extension kit, tower light indicator, antenna kit, heavy main contactor, diode rectifier for remote antenna metering — or the complete system, ready to use.— In short, you get it all on the first order. Broadcasting's most used remote control system.

GATES USES TUBES

Actually 18 in all plus rectifiers when compared to other D.C. operated systems. Basic control functions are handled at audio frequencies—admittedly a slightly more expensive way — but the complete way. Your transmitter will not turn off or on with static or lightning bursts, in fact there is no way to operate it except by the operator. Ask the nearly 200 that use them.



IMMEDIATE DELIVERY

PRICE $2195.00

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

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New York, 51 East 42nd Street

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Los Angeles, 7501 Sunset Blvd
New York, International Div., 13 East 40th St

Atlanta, 13th & Spring Sts
Montreal, Canadian Marconi Co

ownership of stations in certain areas is useful for origination of programs, program experimentation, etc., the Commission determined that it would not require the divestment of all station ownership by the networks. Certain limitations were imposed on network ownership of stations in particular markets.

There can be no doubt that the ownership of stations by networks does limit competition, for in those markets no other person has any opportunity to compete for the network's affiliation. However, the networks insist that ownership of stations is essential because the income from station operation furnishes the economic wherewithal to support the network which does not make money. The difficulty with this argument is twofold. In the first place, CBS owns only three television stations—and has owned minority interests in two additional stations—and yet has managed to do very well in the television business. In the second place, the argument inevitably leads to the question as to how large a return the networks should be allowed to earn in this business. If the networks are correct in insisting that ownership of stations is essential in order to support the operation of networks, there is no substitute for injecting the Government into the role of specifying the rate of return the networks are entitled to earn. We believe that this is not the basis upon which network ownership of stations should be considered. Ownership of stations in talent centers like New York, Chicago, and Los Angeles has historical justification. Most careful consideration should be given as to whether the ownership of additional television stations by the networks is justifiable.

4. Multiple ownership of stations by nonnetworks

The Commission's rules impose the same limitation on nonnetwork multiple owners as in the case of networks—five vhf and two uhf stations. The ownership of a large number of stations by a single group has many restrictive effects. Single stations find themselves at a substantial disadvantage in competing with the multiple owner of a group of stations possessing superior economic power. In competing for network affiliations, this disadvantage is most marked. The multiple owner tends to affiliate with the same network in each market. Thus there is one group of stations owned by the same organization that is able consistently to secure CBS affiliations. Another multiple owner is able to secure NBC affiliations. It is apparent that the superior bargaining position which such multiple owners possess makes competition by a single station owner for an NBC or CBS affiliation a pretty meaningless game. The multiple ownership of stations by these groups does not even have the justification found in the case of the networks owning more than one station. In the latter case such ownership is valuable as training ground for the development and presentation of programs which are then made available to affiliated stations throughout the country. No such comparable service is performed by other multiple owners. Serious consideration should be given by the Commission to a re-examination of its policy with respect to ownership of stations so as to determine whether three television stations are the maximum which any one group should be permitted to own. In addition, a careful study should be undertaken as to whether multiple owners have abused the power inherent in the ownership of multiple stations by securing desirable affiliations by methods which constitute violations of the antitrust laws.

5. Duration of network contracts

The present regulations of the Commission permit a maximum of two years for network affiliation contracts—although the license period is three years. It is quite common for the networks to use a form of contract which binds the affiliate for the maximum period but which permits the network to cancel before the end of the term. It is difficult to see how such lack of mutuality can be justified.

G. Procedure for Implementing Recommendations

In the preceding portions of this memorandum we have examined many aspects of the relationships between television stations and the television networks and have attempted to suggest some solutions for some of the problems which exist in the field. We now turn to a consideration of what procedure should be adopted to implement these suggestions.

At the outset, consideration has been given to whether additional legislation is required. It is our present opinion that legislation is not needed since the agencies of the Government have ample authority under present statutes to deal with the problems. So far as the Commission is concerned, it is specifically authorized "to make special regulations applicable to radio stations engaged in chain broadcasting." (See sec. 303 (i) of the Communications Act.) Further, section 303 (g) empowers the Commission to "encourage the larger and more effective use of radio in the public interest." In addition, section 303 (r) confers on it authority to make such rules and regulations as may be necessary to carry out the provisions of the Communications Act. One of the stated purposes of the Act is to preserve free competition and to remove artificial restrictions on competition in the field of communications (*cf.* sec. 313 of the Communications Act; see *Federal Communications Commission* v. *Pottsville Broadcasting Company,* 309 U. S. 134; *Federal Communications Commission* v. *Sanders Bros. Radio Station,* 309 U. S. 470).

FCC AUTHORITY 'EXTENSIVE'

The Supreme Court has made it crystal clear that the Commission's authority in this field is extensive and far reaching. The Commission's authority to proceed against network practices which prevent the fullest utilization of radio in the public interest was confirmed by the Court whether or not such practices are, in addition, violations of the antitrust laws.

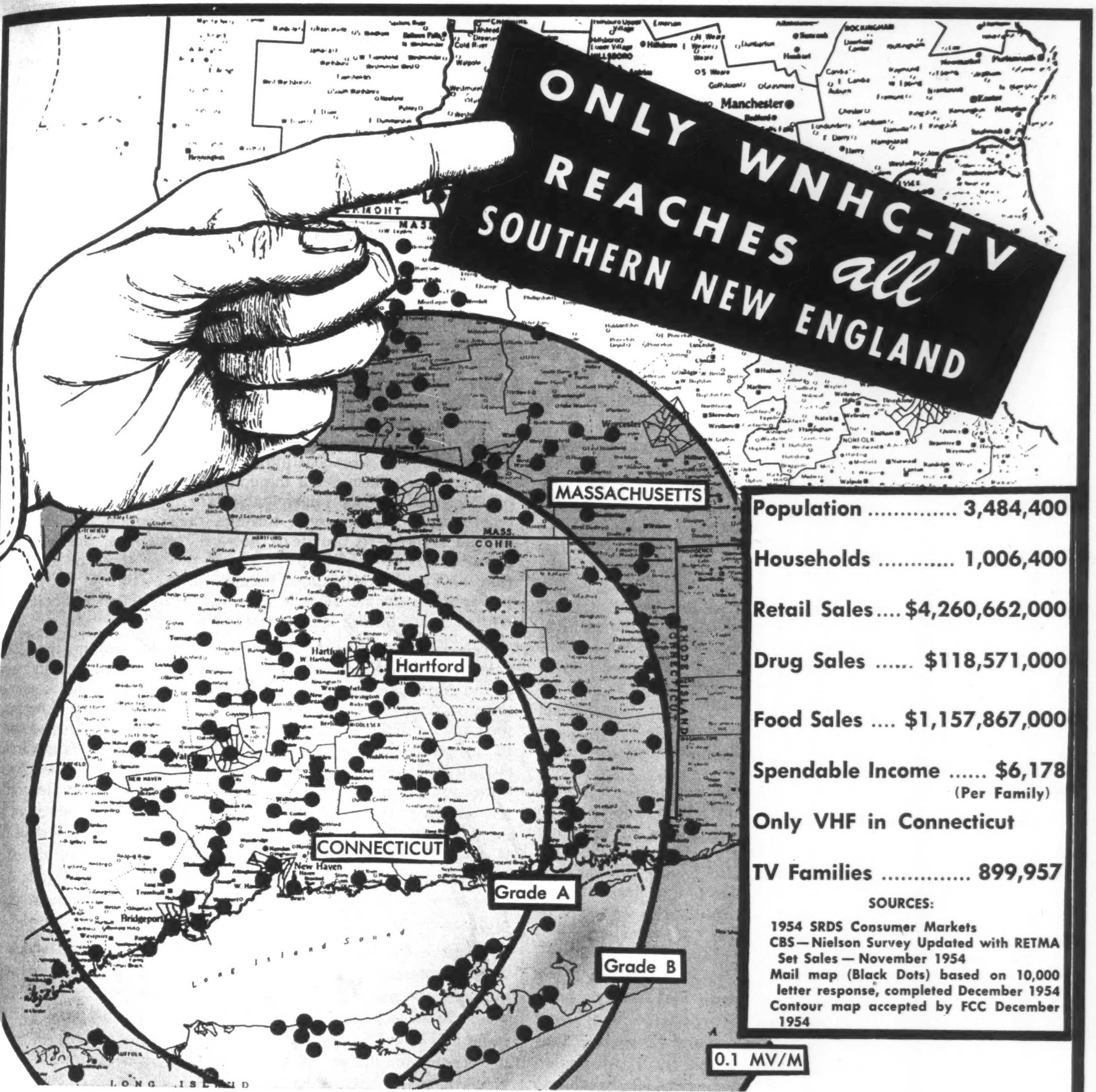
In addition to the Commission, the Department of Justice has broad authority in this field. The broadcasting industry is not like the railroads and other industries which are exempted from the operation of the antitrust laws. On the contrary section 313 of the Communications Act explicitly makes the antitrust laws applicable to broadcasting. Many of the practices which have been described in this memorandum may very well constitute restraints of trade within the meaning of the antitrust laws—see *United States* v. *Paramount Pictures, Inc.,* 334 U. S. 131; *Associated Press Inc.* v. *United States,* 326 U. S. 1; *Lorain Journal Co.* v. *United States,* 342 U. S. 143.

In view of the fact that ample authority already exists under existing law to deal with the subject, we believe that the matter should be referred to the Federal Communications Commission and Department of Justice for appropriate action. This conclusion is reinforced by the fact that the implementation of the solutions suggested here requires large trained staffs. Both the Commission and the Department of Justice have such staffs which are accustomed to dealing with these problems. The Senate Committee on Interstate and Foreign Commerce does not have such facilities.

In referring the matter to the Commission the committee is mindful of the fact that the Commission has been declaring for years that the network situation requires attention, but no action has been forthcoming from the Commission on this score. No doubt inaction has been due for the most part to the fact that the Commission has been unable to secure sufficient appropriations to finance a large-scale investigation of the matter. But there can be no doubt that inaction is also due to the fact that most of the pressures on the Commission are for action on applications. As a result the Commission becomes so engrossed in the day-to-day activities of processing applications that it has no time for the regulatory problems of a continuing nature.

The time has come when the Commission should no longer postpone action on this matter. Much of the truly hard work and commendable industry on the Commission's part which has gone into processing of television applications and getting stations on the air can very well be dissipated if the present situation is permitted to continue—a situation where many stations cannot continue in operation largely because they are unable to obtain network service and where those who have secured network affiliations are in constant fear that the networks may decide to change affiliates. The Commission should have concern for what comes out of its feverish application-processing activity. It must be induced and aided to address itself to the regulatory job described here.

In order to get matters started, it is recommended that a report describing the situation and setting forth appropriate recommenda-


ONLY WNHC-TV REACHES *all* SOUTHERN NEW ENGLAND
MASSACHUSETTS
Hartford
CONNECTICUT
New Haven
Bridgeport
Grade A
Grade B
0.1 MV/M
Long Island Sound
LONG ISLAND

Population	**3,484,400**
Households	**1,006,400**
Retail Sales	**$4,260,662,000**
Drug Sales	**$118,571,000**
Food Sales	**$1,157,867,000**
Spendable Income	**$6,178** (Per Family)

Only VHF in Connecticut

TV Families	**899,957**

SOURCES:

1954 SRDS Consumer Markets
CBS—Nielson Survey Updated with RETMA Set Sales—November 1954
Mail map (Black Dots) based on 10,000 letter response, completed December 1954
Contour map accepted by FCC December 1954

REPRESENTED BY KATZ

WNHC-TV

SERVING THE HARTFORD - NEW HAVEN AREAS

316,000 WATTS

CONNECTICUT'S *Channel 8*

tions be published by the committee and transmitted to the Commission with instructions that it study the matter and report back within six months as follows:

> 1. Does the Commission agree with the facts and matters set forth in the report? If not, please indicate any corrections or additions that should be made.
> 2. Does the Commission agree that it has authority under present statutes to carry out the recommendations set forth in the report? If so, please state what measures have already been taken to carry out these recommendations. Also please furnish a detailed schedule showing specifically what further steps are planned for the future.
> 3. If the Commission believes that it does not have sufficient authority to deal with the matter, please submit specific recommendations as to what legislation should be adopted to deal with the matter.

Interim reports at 60-day intervals should be required so as to keep the committee advised of developments.

It is also recommended that a copy of the report should be sent to the Department of Justice. We are aware of the fact that the Department of Justice has taken a role subordinate to that of the Commission in dealing with problems relating to restraint of trade and monopoly in the broadcasting field. At the time the Commission adopted its Chain Broadcasting Report the Department of Justice brought an antitrust suit against NBC and CBS but dropped it when the Supreme Court sustained the validity of the Chain Broadcasting Regulations. However, the fact remains that the Department of Justice has an independent responsibility with regard to the enforcement of the antitrust laws in the broadcasting field, and the Department cannot assume that the Commission is taking all necessary and appropriate action. Quite the opposite conclusion might well be drawn.

It is recommended that the Department of Justice be requested to study the report and to report back to the committee whether there are any corrections or additions that it cares to make in the report. The Department's views should also be solicited on the question whether more effective regulation and promotion of free competition would result if the Chain Broadcasting Regulations as presently written were abolished and the networks were held to the standards of accountability as defined by the courts in applying the antitrust laws. Finally, the Department of Justice should be requested to determine whether proceedings under the antitrust laws are warranted.

III. CONCLUSION

It is not mere accident or sheer coincidence which has led to the joining together into one study of two such apparently different subjects as uhf and network-affiliate relationships. They are both facets of a common problem—(1) how to provide for the maximum number of television stations so that all the people of the United States may enjoy television service and so that the various communities will have an opportunity of having their own television stations to serve as media of local self-expression; and (2) how to insure that public taste and opinion may be molded by being exposed to a multitude of programs and viewpoints coming to it from many stations and owned by as many different groups as possible, each one bringing its own individualistic approach to the task of programming stations in the public interest.

Our study has revealed that great danger exists that these objectives may be frustrated. The uhf portion of the band shows alarming signs of going the way of failure upon which fm preceded it. If uhf fails, 70 out of 82 channels assigned to television may be wiped out. If uhf fails, 1,319 out of a total of 1,875 commercial assignments made by the Commission's rules and regulations may be canceled out and many communities will be deprived of their only outlets and many more will be restricted to but one or two. If uhf fails, all hope for the creation of additional healthy networks must be largely abandoned and we must resign ourselves to the real possibility that two networks will continue to dominate the field. Finally if uhf fails, 169 of the 252 assignments which have been reserved for educational use may be erased, thus crippling prospects for the use of television as a medium of public education.

The prospects are equally alarming on the network-affiliate phase of the problem. A network affiliation is vitally important for a television station. At the present time a good network affiliation is a powerful assist toward profitable operation. On the other hand, operation at the present time without network programs requires for most stations the ability to finance large deficits for an extensive period. This dependence upon networks derives in large part from existing practices which make it extremely difficult for any group other than the networks to be able to produce a sufficient number of popular programs to support profitable operation by stations operating on a nonnetwork basis. If a television station licensee hopes to secure enough popular programs for profitable operation, he has little choice at the present time but to look to his network affiliation. Next to his license it is his most valuable possession.

It is this dependence of station licensees upon network affiliations which underlies the dominant position which the networks occupy in the television broadcasting field. There are 411 television stations operating throughout the country. However, because so many of these stations are dependent upon networks for their success, and because the networks through their option time power can compel stations to broadcast network programs, the real seat of power is in the principal officers of two or three or at the most four network organizations located in New York who have the power to determine what is seen and heard in most homes in the United States during a large part of the broadcast day.

Television is probably the most important medium thus far developed for bringing entertainment, news, education, and opinion to the American people. It is imperative that the persons who own these stations have unfettered freedom in presenting programs in their own individualistic way of meeting their obligation to operate in the public interest. The Constitution and the Communications Act of 1934 specifically forbid the Government to exercise any power of censorship over broadcast operations. The Government has denied to itself the power of censorship in the interest of promoting the fullest and freest self-expression by broadcast licensees. It would be ironic if by Government sanctioning of scarcity of channels and restrictive network practices these worthwhile objectives were to be largely frustrated by lodging in the networks inordinate control of television broadcasting.

There is no intention to minimize the importance which networks represent in the American system of broadcasting nor to overlook the most substantial contributions to the broadcasting art which have been made by the networks. It is only fair to say that radio and television would be far poorer and less exciting media if it were not for the important role played by network broadcasting. Nevertheless, many of the benefits may be lost if the very success of networks results in the subordination of station licensees to the network organizations. There is too much evidence that this situation already exists or may soon exist to sanction complacency. The purpose of this study is to devise measures which retain the benefits of networks while reducing the dependence of stations upon their network affiliations.

The problem is serious and warrants the most earnest consideration by the Congress and the agencies of Government. We are not so vain as to believe that the measures set forth in this memorandum are a complete answer to the problem. It is believed, however, that the measures are a good starting point in an endeavor to find a solution. The solution we suggest here is to devise means of increasing the number of television stations in the various communities through a reinvigoration of uhf operations and to promote full, free, and individualistic self-expression of television station licensees by mitigating the economic dependence of station licensees upon a few network organizations. The objective is vital. The price of failure as a result of inaction would be enormous.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

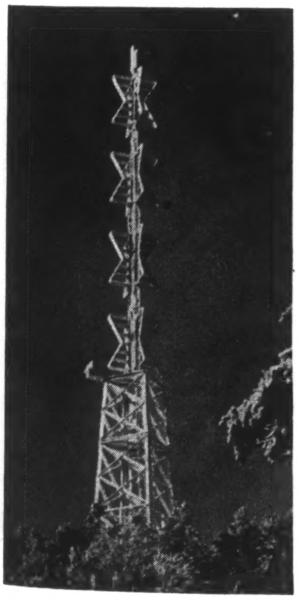
ALL G-E EQUIPPED, WMVT IS VERMONT'S FIRST TELEVISION STATION

New Channel 3 TV Outlet Opened Sept. 26 Offers Tri-State Plus Canadian Coverage

Completely equipped by General Electric, WMVT, Vermont's first television station is serving a huge northeastern territory comprising a three-state area of New York, Vermont and New Hampshire and a two-province area of Ontario and Quebec in Canada.

In the first two months of operation more than 10,000 letters, postcards, telegrams, and phone calls indicated excellent reception throughout their widespread coverage area. A G-E 5 kw transmitter and 4-bay antenna combine to radiate this strong signal.

With the transmitter located atop Mt. Mansfield and the antenna 4,176 feet above sea level (2,729 feet above average terrain), WMVT management reports primary coverage more than 50 miles *north* of Montreal, *northeast* beyond Sherbrooke in the eastern townships of Quebec, *northwest* to Cornwall in the province of Ontario and to Massena in upstate New York. *Southern* extremities of primary coverage are Saratoga in New York and a point just north of Bennington in Vermont. While the coverage contour containing the Connecticut Valley runs to the *east* along the White Mountains, fringe area reports of excellent reception came from points in Maine and Massachusetts as far as 150 miles from Mt. Mansfield.

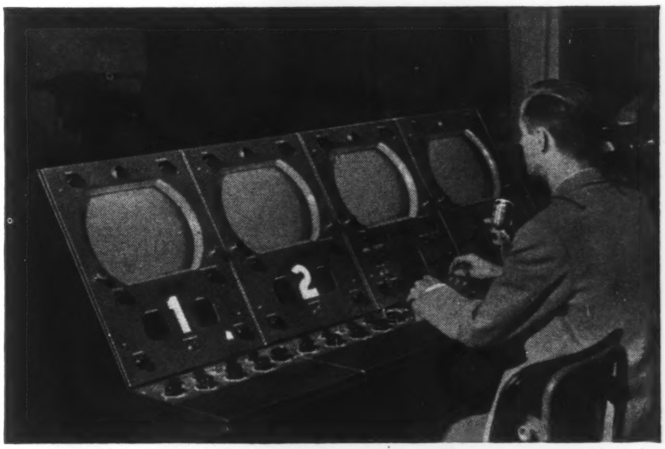


WINTER CAME EARLY on Mt. Mansfield. This ice-covered antenna and tower offer visible proof of always reliable G-E equipment performance.

"LOOKED AT THEM ALL ... PICKED G-E!"

C. P. Hasbrook, president of Mt. Mansfield Television, Inc., which operates Television Station WMVT, selected G-E equipment for performance and dependability. Here are his comments:

"We know that General Electric equipment is tops in the business and we decided to settle for nothing less than the best. At certain times of the year it is difficult to get to the transmitter on Mt. Mansfield, so it was essential that we use equipment with a recognized reputation for minimum maintenance and servicing. G-E equipment was the answer and we are very pleased with the results."



PRODUCTION MANAGER Dick Huntley takes over studio control. From this point microwave carries programs to the powerhouse on Mt. Mansfield.

TWO GENERAL ELECTRIC 16mm PROJECTORS are readied by Paul Theriault for a WMVT commercial film telecast.

By the end of November the transmitter operation was snowed in and the four-man crew stationed there on Vermont's highest mountain peak had begun their first winter routine. Each man works two days and is off two days. They have already become adept with snowshoes and skis going up and down the mountain to and from work.

The transmitter station has its own power and water supply. There are two 50 kw diesel generators, each of which can provide necessary power. Drilling to a depth of 185 feet at the site established the water supply with a well producing three gallons a minute.

GENERAL ELECTRIC

(A&A continues from page 36)

Chicago, to H. W. Kastor & Sons Adv. Co., same city, as media director.

Robert D. Colburn appointed head of radio-tv dept., Amundson-Bolstein Inc., Sioux City, Iowa; **Donald W. Robinson** appointed art director.

Walter L. Hedin, assistant general sales manager, milk div., Chicago, Borden Co., N. Y., appointed general sales manager of division; **Maurice W. Anderson,** wholesale sales manager, and **Clarence T. Sorensen,** store and vendor sales manager, appointed assistant general sales managers.

W. R. Laughlin appointed director of advertising and public relations, Galveston-Houston Breweries Inc., Galveston, Tex.

Arnold C. Graham Jr., formerly advertising manager, Goebel Brewing Co., Detroit, appointed sales and advertising director of firm's Guinness division.

Raymond E. Miller, sales promotion manager, Norge Div., Borg-Warner Corp., Chicago, appointed Norge refrigerator sales manager; **James B. Ogden,** manager, major appliance dept., J. L. Hudson Co. (department store), Detroit, to Norge as merchandising consultant.

Michael S. Freeman, formerly operating own sales promotion and merchandising consulting service, to James Thomas Chirurg Co., Boston, as account manager.

John W. Walt and **George W. Oliver** to Leo Burnett Co., Chicago, as account executives.

John Jay Wiley, Ruthrauff & Ryan, S. F., to Roy S. Durstine Inc., same city, as account executive.

William M. Clark, production manager, West-Marquis Inc., L. A., named account executive; **William H. McCauley,** assistant production manager, appointed production manager.

William D. Shambroom, former general manager, Flo-Ball Pen Corp., N. Y., to account service staff, Emil Mogul Co., same city.

Curtis Kendall to Russel M. Seeds Co., Chicago, as assistant account executive; **Edwin L. Fletcher** to agency as assistant research director. **Frederick Hansen** to agency as spacebuyer.

H. Milton Gurwitz, national sales promotion manager, Melrose Distillers, div. of Schenley Industries, N. Y., to Jacob Ruppert Brewery, same city, as sales promotion manager.

Jean Gordon, corporate manager of community relations, public relations dept., General Foods Corp., White Plains, N. Y., appointed special associate to public relations director; **Edgar S. Nelson** succeeds Miss Gordon.

L. G. Placke, advertising dept., Swift & Co. (foods), Chicago, appointed assistant manager of department.

Raymond E. Banks, copywriter and account executive, Western Adv. Agency Inc., L. A., to Wade Adv. Agency Inc., Hollywood, as copywriter.

Kenneth P. Derby, formerly with Biow Co. (Biow-Beirn-Toigo), N. Y., to radio-tv dept., J. M. Mathes Adv., same city, as copywriter.

Justin J. Foley to copy staff, Grant Adv., N. Y.

Joseph J. Martin, 61, vice president and research director, Henri, Hurst & McDonald, died Jan. 27.

GUILD TO HANDLE TV FILMS OF MPTV

New subsidiary, MPTV Films Inc., is established to handle the $13 million in exhibition contracts. Erwin Ezzes is named vice president of the new subsidiary unit.

AGREEMENT was signed last week by Guild Films Co. and Motion Pictures for Television under which a newly-organized subsidiary of Guild Films, called MPTV Films Inc., has acquired $13 million in tv exhibition contracts of MPTV feature-length films [B•T, Jan. 31].

Terms of the agreement, signed by Reub Kaufman, president of Guild Films, and Matty Fox, head of MPTV, provides for the continued sale and distribution of more than 700 MPTV feature films by the Guild subsidiary, which also will handle all service operations on behalf of present MPTV clients. All other rights remain with MPTV.

The move is said to be in line with a policy laid down by Mr. Fox several months ago to decentralize his operations in order to devote more time to his Skiatron interests. Last September MPTV turned over the sale and distribution of its syndicated tv film series to UM&M Corp. In the future, MPTV will confine itself to the development and financing of tv program productions, according to Mr. Fox. Edward Madden, vice president of MPTV, will continue to supervise its relationship with UM&M. It was said that the agreement with Guild does not affect or curtail the earlier arrangement with UM&M.

Erwin Ezzes, formerly vice president in charge of sales at MPTV, has been named vice president of MPTV Films Inc. According to Mr. Kaufman, the entire personnel of MPTV, including salesmen, bookers, accounting and clerical help, will be absorbed into the new Guild Films organization. Office space will be provided for them when Guild moves into new, enlarged headquarters at 460 Park Ave. about March 1.

Manny Reiner, vice president in charge of sales for Guild Films, announced that six new offices have been established throughout the country for the distribution of company properties. They are located in Buffalo, Philadelphia, Atlanta, New Orleans, St. Louis and Minneapolis. In addition to headquarters in New York and Hollywood, Guild maintains other offices in Cleveland, Baltimore, Dallas, Kansas City, Chicago, Detroit and Portland, Ore.

ABC FILM SETS SYNDICATION PACT

EXCLUSIVE distribution rights for at least $5 million worth of new tv film shows were acquired last week by ABC Film Syndication Inc., New York. Announcement was made by George T. Shupert, president of the syndication company, after a series of conferences in Hollywood and New York.

Included in the agreement are distribution rights to *Douglas Fairbanks Presents; Sheena, Queen of the Jungle; Life Can Be Beautiful*, and two other as yet untitled film series which ABC Film Syndication will produce and distribute in conjunction with Hal Roach Jr.

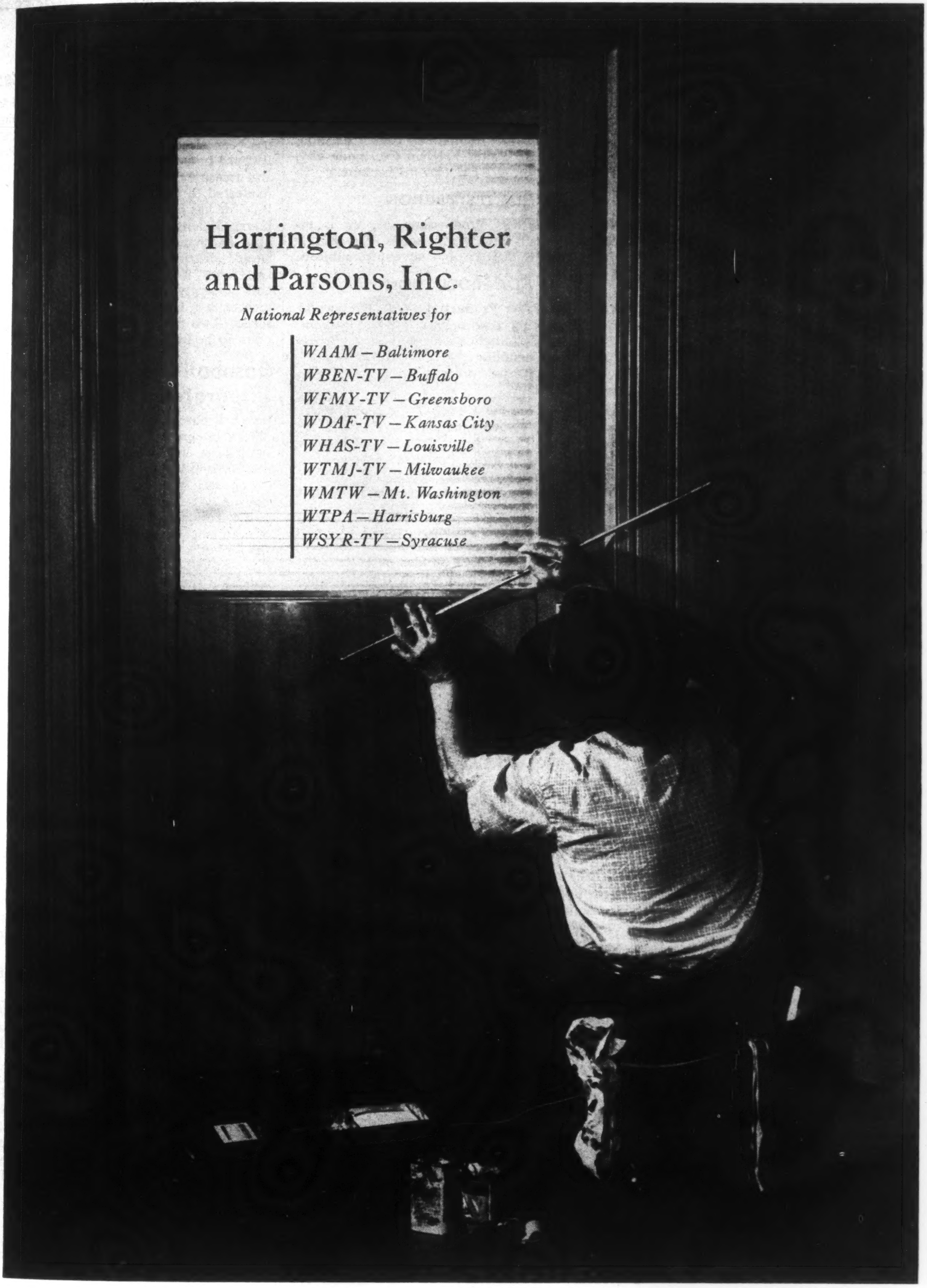
Also in the planning stages is a joint production venture with John Gibbs, co-producer of *Robert Montgomery Presents* and *Schlitz Playhouse of Stars*.

Each of the new shows will be offered on a first-come, first-served basis. The contract provides for ABC taking over exclusive distribution of *Douglas Fairbanks Presents* by assuming contracts for 39 of the films now distributed by Interstate Television Corp. through acquisition of the distribution rights to the upcoming 39 shows currently in production, the company will have a total of 79 half-hour film shows available.

Sheena, Queen of the Jungle is about to go into production with jungle footage film in Africa and the rest shot in Hollywood. Within two months five quarter-hour segments of *Life Can Be Beautiful* will be completed.

In announcing the film acquisition, Mr. Shupert pointed out that "within two years we will have quadrupled the number of properties we are selling and are confident that our sales will reflect the same spectacular rise."

NEW 26-week contract for the sponsorship of *Foreign Intrigue* on KRCA (TV) Hollywood by Necchi-Elna Sewing Machine Distributors of Los Angeles Inc. has been negotiated by (l to r) James Wemple, KRCA account executive; Thomas C. McCray, station general manager; Ted H. Factor, vice president, Doyle Dane Bernbach agency, Los Angeles, and Alfred Metzler of Necchi-Elna Sewing Machine Co.



Harrington, Righter and Parsons, Inc.

National Representatives for

- *WAAM—Baltimore*
- *WBEN-TV—Buffalo*
- *WFMY-TV—Greensboro*
- *WDAF-TV—Kansas City*
- *WHAS-TV—Louisville*
- *WTMJ-TV—Milwaukee*
- *WMTW—Mt. Washington*
- *WTPA—Harrisburg*
- *WSYR-TV—Syracuse*

two more of the best...

Bartley Takes Film Post

APPOINTMENT of Anthony C. Bartley, head of Jersey Productions, London, England, as foreign sales-production representative for CBS Television Film Sales Inc. was announced last week by Leslie Harris, vice president and general manager of the film organization. Mr. Bartley will handle negotiations and sales on all properties overseas and will produce special series for syndication in the Anglo - American - Continental markets.

MR. BARTLEY

Most of Mr. Bartley's sales efforts will be concentrated in England, where commercial tv will get underway this year. His sales territory, however, will include France, Spain and Africa.

During the past five years, Jersey Productions has been producing tv films for American consumption, particularly programs for Douglas Fairbanks, MCA-TV and *Fireside Theatre*. The firm's initial production effort for CBS Television Film Sales is a series entitled *March or Die* starring Errol Flynn in his tv debut.

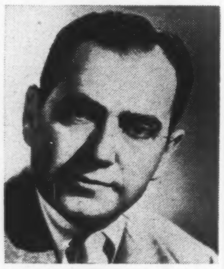
UPA Re-elects Officers

STEPHEN BOSUSTOW, just re-elected for his 10th term as United Productions of America president and board chairman, has announced that Columbia Pictures and UPA have agreed to permit the use of UPA characters in tv advertising and that 1955 might mark UPA's entrance into tv programming with a five-times weekly children's show.

Other officers re-elected by the board are Robert Cannon, vice president; Don McCormick, vice president in charge of UPA New York; T. Edward Hambleton, treasurer; Melvin Getzler, assistant treasurer, and M. Davis, secretary.

White Joins Screen Gems

HENRY S. WHITE, manager of radio-tv for Biow-Biern-Toigo, has joined Screen Gems, tv subsidiary of Columbia Pictures Corp., as director of advertising and promotion. Ralph M. Cohn, vice president and general manager, announced today (Monday). He succeeds Elihu E. Harris, who remains with Screen Gems in an executive capacity not yet announced.


MR. WHITE

Frank Young, formerly press manager reporting to Mr. Harris, has been promoted to director of press and now will report directly to Mr. Cohn. Bob Wechsler, sales promotion manager, and Joyce Selznick, merchandising manager, continue to report to the director of advertising.

FILM SALES

International News Service, N. Y., has sold *This Week in Sports* to Bethlehem Steel Co., Bethlehem, Pa., for showing on WTTG (TV) Washington, WBAL-TV Baltimore and WFIL-TV Philadelphia; KOIN-TV Portland, Ore.; Academy Army Surplus Store for showing on KTBC-TV Austin, Tex. INS-Telenews daily newsfilm service sold to WIS-TV Columbia, S. C., for *Esso Reporter* and WROW-TV Albany for Ford Motor Co., Dearborn, Mich. INS-Telenews weekly news review sold to American Hardware & Equipment Co., Charlotte, N. C., through Walter J. Klein Co., same city, for showing on WBTV (TV) Charlotte.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., is releasing 39 half-hour tv film series, *The Kiddie Show,* offering western and adventure subjects.

FILM PRODUCTION

Arthur B. Weber Productions Ltd., Hollywood, started shooting new half-hour *Mae Williams Show* at Brodco Studios with William F. Broidy Productions handling physical production. Eli Schiff is executive producer and Jean Yarbrough, director.

Atlas Film Corp., Oak Park, Ill., has announced production of tv commercials for Swift & Co. (foods), Chicago, through McCann-Erickson, N. Y.; New Castle Products (Modernfold chairs), Chicago, through BBDO, N. Y., and Whirlpool Corp. (washers, dryers), St. Joseph, Mich.

Parker-Rogers Productions, Hollywood, has completed first two of 26 half-hour tv films of *The Tracer,* series based on files of Tracers Co. of America, N. Y., firm which traces missing persons. Ben Parker is director and co-producer. Films being shot in various cities throughout U. S.

FILM PEOPLE

William J. Papp appointed vice president and account executive, newly-formed public relations dept., Gothic Corp., N. Y.

Don Mack, vice president and Chicago tv sales director, Filmack Studios (production), appointed head of tv sales department in newly-expanded N. Y. office; **Lou Kravitz,** vice president in charge of sales, succeeds Mr. Mack.

J. Peter Whitehead, sales director, Jerry Fairbanks Productions, Hollywood, to Hal Roach Studios Inc., Culver City, Calif., as West Coast sales representative of commercial division.

Ted Fogelman, manager, Kodachrome dept., Consolidated Film Industries, Hollywood, promoted to supervisor of 16mm division.

Sidney Dash, formerly traffic and billing manager, United Artists Television, N. Y., to sales staff, tv dept., Rapid Films Technique Inc., same city.

James Neilson, director of 34 NBC-TV *Ford Theatre* films for Screen Gems, Hollywood, signed to direct 20 films from eight series firm will produce during 1955; **William D. Russell** signed by Screen Gems to direct first two half-hour films in new *Damon Runyon Theatre.*

Al Burton, associate producer on *Musical Chairs* for Ross-Danzig, Hollywood, adds duties as writer on *The Mae Williams Show* for Arthur B. Weber Productions, Hollywood.

Don Starling, in charge of insert and montage dept., Columbia Pictures, Hollywood, shifts to Screen Gems, Hollywood, as assistant in production.

Larry P. Mominee, vice president and general manager, Atlas Film Corp., Oak Park, Ill., to Orlando, Fla., working with Air Force on upcoming film projects.

N. Jay Norman, account executive, Kling Film Productions, Chicago, elected to Chicago Assn. of Commerce & Industry and serving on its membership committee.

Universal Broadcasting Announces 1955-56 Officers

APPOINTMENT of officers for 1955-56 has been announced by Universal Broadcasting System Inc., Detroit. Richard H. Curley Jr. of CBS has been elected to the UBS board of directors. Richard L. Colten and John L. Mayer, president and treasurer, respectively, of UBS, have been re-elected to the board of directors. Robert P. Bigelow has been elected secretary of UBS, and Harry Krivitsky, assistant general sales manager in charge of television rental, has been named district manager of the Boston office. Dr. Ames Robey, former Universal president and currently a member of the board of directors, has requested a one-year leave of absence. Two posts on the board of directors remain to be filled.

Baseball Sponsors Offered Integrated Commercial Idea

A NEW baseball service, "Doubleheader," that allows integration of commercials on baseball broadcasts with quizzes and contests conducted by advertisers, is now being offered major and minor league clubs, sponsors and agencies.

According to Kenneth M. Henderson, owner of the service, principals in 1955 baseball sponsorships are being contacted. So far, four major and 23 minor league clubs have indicated interest in the plan, which is basing its weekly rate on league classification or city size.

Doubleheader headquarters have been set up at 10315 Montrose Ave., Washington 14, D. C.

WBS Releases Two New Shows

TWO new programs designed for use as local sales builders were distributed last week to more than 1,000 affiliate stations of World Broadcasting System. The shows, *Something New Has Been Added* and *It's Somebody's Birthday Today,* are quarter-hour, across-the-board programs to be broadcast five times a week. They are aimed at local advertisers and can be sold on a spot or participating basis.

It's Somebody's Birthday Today honors the birthday of one popular and well-known community personality with clues leading up to the person's identity. *Something New Has Been Added* is a tribute to new babies in the community combined with name suggestions.

Keystone Adds 13 Affiliates

NUMBER of Keystone Broadcasting System affiliates has risen to 797 with the addition of 13 new stations, the network has announced. Recently-signed affiliates, according to Blanche Stein, station relations director, are: WCHF Chippewa Falls and WRDB Reedsburg, both Wis.; WTRB Ripley, Tenn.; KRTV Hillsboro and KBOY Medford, both Ore.; WNNJ Newton and WCMC Wildwood, both N. J.; KLRS Mountain Grove, Mo.; KLEE Ottumwa, Iowa; WITY Danville, Ill.; WHAB Baxley, Ga.; WDCF Dade City, Fla., and KBAB El Cajon, Calif.

PROGRAM SERVICE PEOPLE

Joseph Kornfeld, eastern sales manager, Tele Q Corp., N. Y., adds duties as sales manager, newly-formed speech Q division.

Louise Finley, formerly with Five Star Productions, Hollywood, to Tv Spots, that city, as production assistant. **Verne Whittaker** promoted to assistant to president.

W. Biggie Levin, 51, head of own Chicago radio-tv production firm, died Jan. 31.

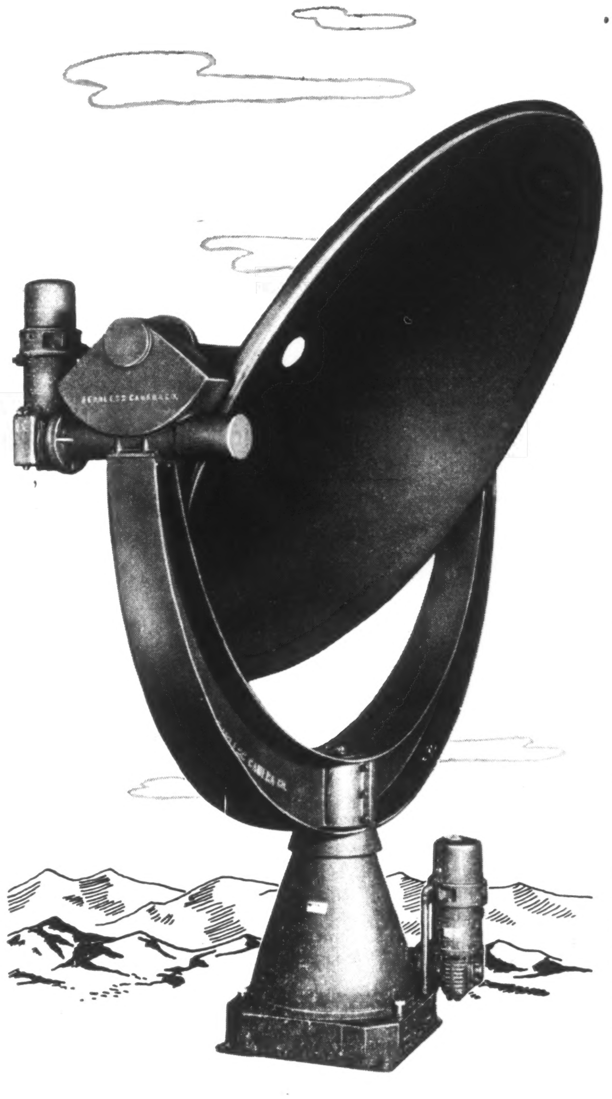
HIGH ATOP A TOWER **OR A MOUNTAIN** **IN WIND, RAIN, SNOW AND ICE**

...this new Houston-Fearless

MICROWAVE PARABOLA

operates completely by

REMOTE CONTROL!



There's no need to climb an icy tower in zero weather, wind or rain to position this new Houston-Fearless Remote Control Microwave Parabola. It's all done from the remote control panel (shown below) right in the station.

This Houston-Fearless Parabola can be mounted anywhere within 1500 ft. (or more, if required) of the transmitter. It rotates 370° in azimuth and tilts 15° up and 30° down. Large dials on the remote control panel, calibrated in degrees, show the exact position. It is driven by 1/6 HP motors producing a torque of 10,500 inch pounds @ 1 RPM, sufficient to operate under severe icing conditions. Magnetic brakes prevent overide when Parabola is stopped at any exact position. Designed to operate in the open without protection, it will withstand a wind velocity of 120 mph. Motors and rotating shafts run on sealed, anti-friction bearings and require no lubrication during the life of the unit. Here is complete dependability and freedom from servicing where it really counts. Send for catalog and complete information.

Write for information on specially-built equipment for your specific needs.

The
HOUSTON FEARLESS
Corporation

- **DEVELOPING MACHINES** • **COLOR PRINTERS** • **FRICTION HEADS**
- **COLOR DEVELOPERS** • **DOLLIES** • **TRIPODS** • **PRINTERS** • **CRANES**

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

100 STATIONS SIGN AS TvB MEMBERS

Cross-section of industry joins trade organization along with CBS-TV and Blair-Tv Inc.

MORE THAN 100 tv stations representing a cross-section of stations from across the country and including network affiliates, group-owned outlets and independents, have joined Television Bureau of Advertising as charter members, TvB's board of directors is announcing today (Monday).

According to Oliver Treyz, president of the all-industry sales and promotion organization, TvB now is "in a position to proceed at full steam toward the objective for which the bureau was conceived and that is to secure a larger share of the advertiser's expenditures."

In addition to the stations, TvB has signed CBS-TV and Blair-Tv Inc. as charter members.

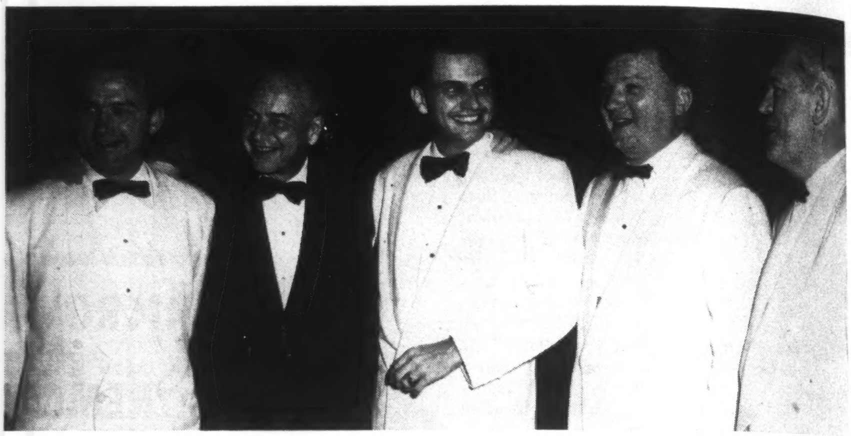
Mr. Treyz noted that agencies and advertisers will have more information about tv "through sound research and documentation."

"Some of the major agencies," Mr. Treyz asserted, "have already enthusiastically welcomed and endorsed TvB. The continuing support of the charter members, and those whom we know will join the united selling front, will make that job more effective. Every dollar for membership becomes a fighting dollar for the growth and economic health of all segments of the industry."

Mr. Treyz said nearly all station applications have been accepted formally but that a few applications from stations in group ownership cannot be acted upon until remaining stations in the group apply, as provided by TvB's by-laws. Mr. Treyz said, however, that these applications are expected at an early date.

TvB membership applications received include the following stations:

KOB-TV Albuquerque; KGNC-TV Amarillo; WAGA-TV and WLWA (TV) Atlanta; WAAM (TV) and WMAR-TV Baltimore; WNEM-TV Bay City, Mich.; WLEV-TV Bethlehem, Pa.; WABT (TV) and WBRC-TV Birmingham; KFYR-TV Bismarck, N. D.; WTTV (TV) Bloomington, Ind.; KXLF-TV Butte, Mont.; WCHS-TV Charleston, W. Va.; WBTV (TV) Charlotte, N. C.; WBBM-TV Chicago; WLWT (TV) Cincinnati; WXEL (TV) Cleveland; WBNS-TV and WLWC (TV) Columbus, Ohio; WFAA-TV Dallas; WLWD (TV) Dayton; KOA-TV Denver; WJBK-TV and WWJ-TV Detroit; WNCT (TV) Greenville, N. C.; WBTW (TV) Florence, S. C.; WINK-TV Fort Myers, Fla.; WKJG-TV Fort Wayne; WBAP-TV Fort Worth; KMJ-TV Fresno; WFMY-TV Greensboro, N. C.; KPRC-TV Houston; WSAZ-TV Huntington, W. Va.; KRCG (TV) Jefferson City, Mo.; WJAC-TV Johnstown, Pa.; WKZO-TV Kalamazoo, Mich.; KCMO-TV and KMBC-TV Kansas City, Mo.; WGAL-TV Lancaster, Pa.; KOLN-TV Lincoln, Neb.; KHJ-TV, KNXT (TV) and KTTV (TV) Los Angeles; WAVE-TV and WHAS-TV Louisville; KDUB-TV Lubbock, Tex.; WMUR-TV Manchester, N. H.; WMCT (TV) Memphis; WGBS-TV Miami; WTMJ-TV Milwaukee; KGVO-TV Missoula, Mont.; WSM-TV Nashville; WNHC-TV New Haven; WDSU-TV New Orleans; WCBS-TV and WOR-TV New York; WTAR-TV Norfolk, Va.; KTVQ (TV) and WKY-TV Oklahoma City; WOW-TV Omaha; WJNO-TV Palm Beach; KEPR-TV Pasco, Wash.; WFIL-TV Philadelphia; KPHO-TV Phoenix; WMTW (TV) Poland Spring, Me.; WCSH-TV Portland, Me.; KOIN-TV and KPTV (TV) Portland, Ore.; WNAO-TV Raleigh; WHEC-TV Rochester; WKNX-TV Saginaw, Mich.; KSL-TV Salt Lake City; KFMB-TV San Diego; KRON-TV San Francisco; KEYT (TV) Santa Barbara, Calif.; WRGB (TV) Schenectady, N. Y.; KING-TV Seattle; KVTV (TV) Sioux City, Iowa; KHQ-TV Spokane; KSD-TV St. Louis; WHEN-TV Syracuse; KTNT-TV Tacoma; KCMC-TV Texarkana, Tex.; WSPD-TV Toledo; WTRF-TV Wheeling; KWFT-TV Wichita Falls, Tex.; WDEL-TV Wilmington; KIMA-TV Yakima, Wash.; WALA-TV Mobile; KARK-TV Little Rock; WNAC-TV Boston; WHBQ-TV Memphis; WTOM-TV Lansing; WJBF-TV Augusta; WAFB-TV Baton Rouge; WDAF-TV Kansas City, Mo.; WBRE-TV Wilkes Barre; WSJS-TV Winston-Salem; KENS-TV San Antonio; WLBC-TV Muncie, Ind.; KRBC-TV Abilene; WOAI-TV San Antonio; KLZ-TV Denver; WCAU-TV Philadelphia; WHO-TV Des Moines, and WOC-TV Davenport, Iowa.



HONOR GUESTS and hosts met at a dinner Jan. 27 at Bal Harbour Hotel, Miami Beach, for the NARTB joint board of directors. L to r: Henry B. Clay, KWKH Shreveport, chairman of the NARTB radio board; George B. Storer Sr., president, Storer Broadcasting Co.; George B. Storer Jr., vice president of SBC; Clair R. McCollough, managing director, Steinman Stations, chairman of NARTB Tv Board; Harold E. Fellows, NARTB chairman and president. More than 100 attended the dinner.

Film Directors Group Names Regional Chairmen

REGIONAL CHAIRMEN were named and policy plans discussed at a Boston meeting of the National Assn. of Tv Film Directors.

Chairmen named were: Region 1, Ernest Olivieri, WNHC-TV New Haven; Region 3, Dick Dreyfus, KDKA-TV Pittsburgh; Region 5, Hillard Brown, WRBL-TV Columbus, Ga., and Region 9, Robert Kroepel, WEEK-TV Peoria, Ill.

It was decided that requests of film distributors for active participation in the organization would neither be rejected nor accepted until a national meeting is held. It was suggested that distributors be invited to take part in roundtable discussions after regional meetings but that no sales promotion activities be permitted during the meetings.

Gov. Stratton Questions 'Sense' of Football Bill

ILLINOIS GOV. William Stratton backtracked last week in his stand on NCAA football television policy by questioning the "sense" of legislation to permit the U. of Illinois to televise any grid games it desires. He felt it might not be advisable if the school were to find later that "other universities would not play" the Illini. Earlier, he said, he favored a regional plan such as that advocated by the Big Ten [B•T, Jan. 24].

Gov. Stratton lauded the interest of legislators, particularly that of Rep. Ora Dillavou, who submitted the Illinois bill, but added that the problem should be resolved by the schools and their associations (the NCAA).

Advertising Code Adopted At Annual NADA Convention

A CODE of ethics governing "accuracy in advertising" and other proposals was contained in a resolution adopted by the National Automobile Dealers Assn. at its 38th annual convention in Chicago last week. The code recommends prudent advertising claims in radio, tv and other media (on trade-ins, other aspects), particularly in co-op and non-factory money copy.

For the first time in three years, NADA abandoned its customary advertising clinic.

Community Tv Committee For Business Practice Code

APPOINTMENT of a special committee to draw up a code of good business practices for community tv operators has been announced by Martin Malarkey, president, National Community Television Assn.

The committee is headed by George Barco, president of Meadville (Pa.) Master Antenna Inc. Others are: Charles E. Brown, Richland, Wash.; Ned W. Cogswell, Oil City, Pa.; Bill Daniels, Casper, Wyo.; Raymond Hedge, Tyler, Tex.; A. J. Malin, Laconia, N. H.; Paul McAdam, Livingston, Mont.; Fred J. Stevenson, Fayetteville, Ark., and W. R. Tucker, Florence, Ala.

H. M. Diambra, Entron Inc.; Milton J. Shapp, Jerrold, and Fitzroy Kennedy, Spencer-Kennedy, represent associate NCTA members on the committee.

Glen McDaniel, president of RETMA and counsel to Fox, Wells & Co., operators of several community tv systems, and E. Stratford Smith, NCTA executive secretary and general counsel, will serve as advisers.

NCAB Committee Submits Radio-Tv Education Plan

NORTH CAROLINA broadcasters last Wednesday formed an organization to sponsor radio-tv education at the U. of North Carolina, Chapel Hill. A committee of N. C. Assn. of Broadcasters that has been studying a proposal to set up a Broadcasting Foundation at the university submitted a certificate of incorporation to the NCAB board.

The NCAB-sponsored corporation is titled Broadcasting Foundation of North Carolina Inc. Its program is designed to advance the university's Dept. of Radio, Television & Motion Pictures.

Members of the foundation committee are Harold Essex, WSJS-AM-TV Winston-Salem; Richard H. Mason, WPTF Raleigh, and J. Frank Jarman, WDNC Durham. William S. Page, of WFTC Kinston, president of NCAB, was first to sign the certificate of incorporation. The university's facilities will include both radio and tv studios and transmitters.

36 - 24 - 36
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- ***Antenna Height:*** 1441 feet above sea level, the highest in San Francisco
- ***Power:*** 100 KW, the top power authorized for Channel 4
- ***Audience:*** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.

NATIONAL WINNERS of Eighth Annual Voice of Democracy Contest, including an 18-year-old New Zealand girl representing the state of Minnesota, were announced Friday. The winners (l to r): Judy Abramson, 17, Yuba City, Calif.; Dwight David Walker, 17, Oskaloosa, Iowa; Catherine Esther Styles, 18, Minneapolis, Minn., and Avron Joseph Maletsky, 16, Schenectady, N. Y. Miss Styles, who comes from Auckland, New Zealand, is an exchange student. Winners will be feted in Washington and Colonial Williamsburg Feb. 18-25, with $500 college scholarships and other awards to be presented in Washington Feb. 23. The VOD contest is sponsored jointly by NARTB, RETMA and the U. S. Junior Chamber of Commerce.

Loughren of Hazeltine Corp. To Address IRE Convention

A. V. LOUGHREN, director of research, Hazeltine Corp., is among the speakers slated to address the annual meeting of the Institute of Radio Engineers at the 1955 IRE national convention, to be held March 21-24 in New York. Technical sessions for the four-day convention will be held at the Waldorf-Astoria, the Belmont-Plaza Hotel and the Kingsbridge Armory.

Gen. Matthew B. Ridgway, chief of staff, U. S. Army, will be principal speaker at the annual IRE banquet March 23.

The IRE program will cover such subjects as spurious radiation, remote control of space stations and designing of machines to stimulate the behavior of the human brain. Special IRE busses will provide registrants with free transportation between the armory and the hotels.

Radio Club Elects Officers

FRANK M. SHEPARD Jr., Shepard Labs., Summit, N. J., has been elected president of the Radio Club of America for 1955. Other new officers: Frank A. Gunther, Radio Engineering Labs, New York, vice president; Joseph J. Shantley, Continental Sales Co., Newark, treasurer; O. James Morelock, Weston Electric Instrument Corp., Newark, corresponding secretary, and Charles F. Jacobs, consulting engineer, recording secretary. New board of directors are: Ernest V. Amy, Amy, Aceves & King Inc., New York; George E. Burghard, Continental Sales Co.; Paul F. Godley, Paul Godley Inc., Great Notch, N. J.; Harry W. Houck, Measurement Corp., Boonton, N. J.; F. A. Klingenschmitt, Amy, Aceves & King; Jerry Minter, Components Corp., Denville, N. J., and Harry Sadenwater, Radio Engineering Labs.

'Blue Ox' AWRT Organizes

ORGANIZATIONAL meeting of the Minnesota "Blue Ox" chapter of the American Women in Radio & Television was held a fortnight ago. Robin Lord, Knox Reeves Advertising Agency, was elected president; Judy Bryson, KEYD-TV Minneapolis, vice president, and Meg Kingbay, WCCO Minneapolis, secretary-treasurer. Elected to the board of directors were Bee Baxter, KSTP-TV St. Paul; Ken McKenzie, General Mills, and Sharlene Agerter, KSTP-TV.

Broadcast Club to Hear Deckinger on ARF Report

CHICAGO radio-tv executives will get a first-hand look at the implications behind Advertising Research Foundation's controversial report on proposed standards for program audience measurement at the opening meeting of the new Broadcast Advertising Club there Feb. 23.

Dr. E. L. Deckinger, vice president in charge of research at Biow-Beirn-Toigo and chairman of ARF's Radio-Tv Ratings Review Committee, is scheduled to address BAC's first luncheon at the Sheraton Hotel. Title of his talk will be that of the ARF report itself [B•T, Dec. 27].

The club will convene under presidency of Peter A. Cavallo Jr., radio-tv director, J. Walter Thompson Co., Chicago, who was elected following a merger of the old Chicago Television Council and the Broadcast Executives Club of Chicago.

William McGuineas, commercial manager of WGN Chicago, is program chairman of BAC.

Standards Committee to Meet

NARTB's Standards of Practice Committee will meet Feb. 14 at New York's Waldorf-Astoria Hotel, Walter E. Wagstaff, KIDO Boise, chairman, has announced.

TRADE ASSN. PEOPLE

Ednah Forester, publicity director, KPRC-TV Houtson, Tex., elected foreman, Deep in the Heart Chapter, American Women in Radio & Television; **Mary Kay Mansell,** radio-tv director and office manager, Ruthrauff & Ryan, Houston, elected vice chairman; **Martha Brown,** KPRC-TV traffic dept., elected chief brander; **Marge Crumbaker,** musical director, KGUL-TV Galveston, Tex., elected paymaster.

Prof. Donald E. Brown, School of Journalism & Communications, U. of Illinois, Champaign-Urbana, elected chairman, Council on Radio-Television Journalism, group to "advance professional standards in career training" in that field.

Helen K. Stephens appointed national radio-tv chairman, National Federation of Business & Professional Women's Clubs Inc., N. Y.

RCA Victor Awards Go to 20 Employes

RCA VICTOR Award of Merit citations were presented to 20 employes of RCA on Jan. 22 in ceremonies in New York. Among the winners, selected from 20,000 salaried employes in the manufacturing and service divisions and the corporate staff, were Robert A. Seidel, executive vice president, RCA Consumer Products, and Emanuel Sacks, RCA staff vice president and general manager, RCA Victor Record Div.

Mr. Seidel was cited for his guidance of the reorganization of the RCA Victor Home Instrument Div. into two separate activities—the Television Div. and the Radio & "Victrola" Div. He also was honored for broad managerial contributions, including RCA's achievements in the home appliance field.

Mr. Sacks was cited for his ability to "sense potential musical hits and for sponsoring such successful innovations for the music-loving public as the Glen Miller Limited Edition albums, as well as for a broad range of activities, involving his unique knowledge of the entertainment field."

Other RCA employes honored were: Louis A. Connelly, manager of the government department, Engineering Products Div.; Arthur N. Curtiss, manager of the RCA Engineering Products Div. plant, Los Angeles; Harry R. Wege, manager of radar engineering, Moorestown, N. J.; Sidney E. Baker, manager of consumer product service, western area, RCA Service Co.; Joseph B. Bannon, field service manager, RCA Victor Television Div.; E. Gerald Bowman, administrator of plant community relations; Henry J. Cravens, an electronics equipment specialist, RCA Service Co.; Alfred E. Hindle, custom record sales manager, Chicago region, RCA Victor Record Div.; Leo F. Holleran, general marketing manager, RCA Tube Div.; William L. Jones, vice president, technical products service, RCA Service Co.; Andrew L. McClay, general plant manager, RCA Victor Record Div.

Allan B. Mills, merchandise manager, RCA Victor Television Div.; Maximilian J. Obert, manager of transformer development group, parts engineering; John F. O'Brien, manager of RCA's theatre and industrial marketing department; George H. Ritter, manager of the tube division plant, Indianapolis; Harry R. Seelen, manager of color kinescope operations, tube division; Joseph Toyzer, manager of manufacturing engineering at RCA Victor Television Div., Indianapolis; Nelson J. Van de Lester, operations manager, Chicago Department, RCA Victor Distributing Corp.

Award winners were presented with gold money clip watches and Award of Merit citations by W. Walter Watts, executive vice president, RCA Electronics Products, at the annual dinner-meeting of the Award of Merit Society. Charles M. Odorizzi, RCA corporate staff, was the principal speaker at the dinner meeting, and he declared that the strength of an organization such as RCA was in the "inner resources of people, a vital asset, which doesn't appear on a balance sheet."

NATL. SAFETY COUNCIL REVEALS AWARDS PLANS

PLANS for the seventh annual Public Interest Awards citations for exceptional service to safety in radio-tv and other media were announced last week by the National Safety Council.

Ralph Hardy, NARTB vice president in charge of government relations, has been selected to participate in judging along with Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana), and Norman Damon, vice president of the Automotive Safety Foundation, on radio-tv and advertisers' entries.

The council simultaneously announced it has been asked again by the Alfred P. Sloan Foundation to administer the Sloan radio-tv awards for contributions to highway safety. The Public Interest Awards are non-competi-

ALBERT PULLEY, *Chief Recording Engineer, RCA Victor Record Division*

Photo by Arnold Newman

"'SCOTCH' Brand High Output Tape meets all our demands for RCA Stereophonic recordings."

ALBERT PULLEY, *Chief Recording Engineer,* RCA Victor Record Division, holds an enviable position in the field of audio engineering. His contributions to the development of high fidelity sound over a period of years have helped establish the United States as a leader in recorded sound. In addition, his brilliant and sensitive supervision of recordings by such masters as Toscanini, Stokowski and Koussevitsky have won him the warm praise of critics and technicians alike.

To meet the exacting standards demanded for RCA Victor "Red Seal" Stereophonic recordings requires the finest recording material available. That is why RCA uses new "Scotch" Brand No. 120A High Output Tape for their original recordings. With no increase in noise or harmonic distortion . . . 133% more output, new "Scotch" Brand No. 120A High Output Tape assures audio engineers clearer, greater dynamic range recordings. Have you tried it?

SCOTCH
Magnetic Tape
High Output

Reg. U.S. Pat. Off.

SCOTCH BRAND Magnetic Tapes

The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 17, N. Y. In Canada: Minnesota Mining and Manufacturing of Canada, Ltd., P.O. Box 757, London, Ontario.

3M COMPANY

tive and its recipients will serve as the basis later for the Sloan competitive citations.

The council is now inviting nominations for the public interest awards, with deadline set for March 15. Radio-tv stations and networks represent one of five classifications set up by the council. Others are advertisers; daily and weekly newspapers and syndicates; consumer and trade magazines, and outdoor and transportation advertising companies. Nominations may be self-made or by agents of the nominee on official blanks. Forms for both awards are obtainable from the council at 425 N. Michigan Ave., Chicago 11.

Winners of the Sloan awards will be announced at a banquet in New York shortly after mid-May, while the Public Interest citations are presented locally at varying times. Judging on both will be completed by April 18.

THE OUTSTANDING radio farm award of the *Breeder's Gazette*, national livestock farm magazine, has been presented to Sam Black for his *Sam Black Show* on WEEU Reading, Pa. The presentation was made at the Pennsylvania Farm Show Jan. 9 by Gov. John S. Fine. L to r: Mr. Black; Thomas E. Martin, WEEU executive vice president and general manager; Willard S. Hager, Secretary of Agriculture of Pennsylvania, and Gov. Fine.

AWARD SHORTS

Ben Grauer, moderator, *Where Have You Been?*, NBC Radio, to receive Pace College annual radio-tv award on behalf of show "for exceptional merit in providing educational entertainment."

Benjamin S. Hamilton, electronics teacher, San Diego Junior College & Vocational School, named winner, General Electric's Edison Radio Amateur Award for outstanding public service of 1954 by ham operator.

Elmer Davis, commentator, ABC, presented award from Federation of Jewish Philanthropies of N. Y. for "achievemements as a news commentator."

KTVT (TV) Salt Lake City presented public service citation from U. S. Marine Corps and certificate of appreciation from U. S. Navy Recruiting Service.

KNBC San Francisco presented citation of appreciation from U. S. Marine Corps.

Mitchell Wolfson, president, WTVJ (TV) Miami, presented Nathan W. Collier Award on behalf of station from Florida Normal & Industrial College of St. Augustine for "meritorious civic achievement" for conducting public service series to raise operating funds for school.

NAM COMMITTEE PETITION REQUESTS USE OF SHARED FM BAND FOR INDUSTRY

National Assn. of Manufacturers' plan would allow industrial application of frequencies now assigned for commercial broadcasting without jeopardizing fm broadcasting, petition to FCC claims.

SHARED USE of large portions of the unassigned channels in the commercial fm broadcast band (92-108 mc) is requested for industrial mobile stations in a petition filed with FCC last week by the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers.

NAM seeks to establish a new "manufacturers radio service" and stresses the public service function of the short-range mobile stations in heavy-industry plants. Particular emphasis is placed on the need for effective communication in the event of another defense crisis.

Although involving a substantial "sharing" of fm frequencies whereby more than 700 50-kc mobile channels would be provided, the proposal is conditioned upon causing no interference with fm broadcasting. "The plan destroys the myth current in many quarters that there is a shortage of frequencies," FCC is told.

Paves Way for Expansion

"The proposal, while primarily designed to satisfy the increasing need for radio use by manufacturers," NAM says, "paves the way for expansion of radio use by all safety and industrial services." A large portion of the special industrial stations now operate in the 152-162 mc band.

The petition notes that while fm broadcast stations have decreased 25% during the past five years leaving many unused channels, the special industrial stations have multiplied some 800% during the same period on their 166 channels. By adding the 700-plus channels in the fm band, the NAM petition explains, the industrial radio growth for the next 25 years would be accommodated.

This is how the NAM proposal would work:

(1) Divide the U. S. into the nine geographic divisions used by the Bureau of Census, i.e., New England States, Mountain States, Pacific States, etc. (2) Determine the fm frequencies assigned and unassigned within the boundaries of each division. (3) Select all groups of four or more unassigned frequencies that are in sequence and set aside the first and last channel in each sequence as "guard" bands for existing fm stations. The two inside channels in each sequence then can be reassigned for mobile use in that division. (4) Convert the frequencies so operable, into a multiple number of communications channels—two frequencies in sequence (200 kc) equal four communications channels of 50 kc band width, three frequencies eight channels, four frequencies 12 channels, etc. These frequencies then are allocated for shared use in the division by the fm service, the manufacturers radio service and other mobile services designated by FCC, such as use conditioned on non-interference with fm. (5) Reserve for each standard metropolitan area of 500,000 or more population a specified number of frequencies for shared use by the fm service and the manufacturers radio service only.

According to Jeremiah Courtney, Washington communication counsel for NAM, "the NAM plan puts on paper what has been mentioned in many quarters as a solution for congestion in the mobile radio field. The facts brought to light suggest another look at the basic validity of the new restrictions proposed for the special industrial service [on which oral argument before FCC will be held Feb. 24-25] and the inherent burdens placed on users by the Commission's proposal for splitting the 152 mc channels" [B•T, Jan. 17].

NAM's petition notes there are 621 fm frequencies now unassigned within the nine divisions. Under the proposal, 235 frequencies would remain after establishment of guard bands and permit 732 50-kc channels to be assigned for mobile. The petition says 293 fm frequencies would remain unassigned for any new fm stations that might develop at a later date.

In a specific example, NAM explains that in the division embracing Delaware, Florida, Georgia, Maryland, North and South Carolina, Virginia, West Virginia and the District of Columbia, there now are 147 fm stations or about one-fourth of the total U. S. fm outlets. NAM says 350 additional fm stations could develop in that area "without using any of the fm frequencies which have not been assigned in that area and which could be used for mobile purposes."

"No one will deprecate the interest of the public in the good music and other cultural opportunities afforded by the fm broadcasters," NAM states. "On the other hand, no one can deny the public interest in the protection of life and property extended by our police and fire groups and other categories in the public safety services. As for the industrial and transportation services, the indispensable activities they serve are the very fabric of our national life; they maintain life, first of all, and then provide the foundation and the means for growth and development in other directions."

'Bait-Switch' Target Of Probe Resolution

THE House Commerce Committee would hold an investigation of "bait-switch" and other deceptive advertising on radio and television under provisions of a resolution (H Res 127) introduced last week by Rep. Isadore Dollinger (D-N. Y.).

In a statement Wednesday accompanying his resolution, Rep. Dollinger, a member of the Commerce Committee, said "millions of dollars are stolen annually from the pockets of those who fall prey to fraudulent advertising."

He said the "electronic hucksters" thrive largely through sales of vacuum cleaners, sewing machines, tv sets, radios and refrigerators in bait-and-switch techniques "being perpetrated in every state." He referred to a current grand jury investigation in Brooklyn [B•T, Jan. 31; AT DEADLINE, Jan. 24].

The House committee would conduct a "full and complete" investigation to (1) find the extent to which the public is being exposed to such undesirable advertising on radio and tv; (2) determine what steps stations have taken to protect the public from such advertising; (3) find what practice the FCC uses in renewing licenses of stations which make no effort to halt the deceptive advertising; (4) report results to Congress for remedial legislation and other action to prevent continuance "of this injustice to the public."

House Anti-Gambling Bill

THE HOUSE equivalent of a Senate bill prohibiting broadcasting of certain gambling information (horse and dog races) was introduced last week by Rep. J. Percy Priest (D-Tenn.). The bill (HR 3461) was identical to one introduced the previous week by Sen. Price Daniel (D-Tex.) [B•T, Jan. 31].

KOLN-TV
GIVES YOU
UNDUPLICATED
COVERAGE
IN MOST OF
NEBRASKA!

Is This "COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS **LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET**

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

NARTB Did 'Good Job' On Beer Report—Priest

NARTB "apparently did a good job" in compiling its report on beer and wine advertising on radio and television, House Commerce Committee Chairman J. Percy Priest (D-Tenn.) said last week.

The NARTB document indicates the association complied with the committee's request and made a "serious study on the whole question," Chairman Priest said. He said he had only "looked over" the report and had not studied its contents, especially the data presented on charts.

The NARTB report was made Jan. 1 [B•T, Jan. 3] in compliance with a mandate to the radio-tv and beer and wine industries from the committee during the 83d Congress asking for the amount of time and money used in beer and wine advertising on radio and tv. The committee made this request in lieu of reporting favorably on the Bryson Bill to prohibit alcohol beverage advertising.

FCC Legislation Held Up

The setting of a date for a customary one-day hearing by the House Commerce Committee on a legislative program for the FCC is being held up pending confirmation of a regular FCC chairman, Chairman Priest said.

Although the House committee could go ahead and set a session with the present FCC membership, including FCC Chairman George C. McConnaughey, now serving under temporary appointment, Chairman Priest indicated it would be preferable to wait awhile for Senate action on the McConnaughey nomination (see story page 86). "We don't want to embarrass anybody," Chairman Priest said.

The House committee's opposite number, the Senate Commerce Committee, does not customarily hold such hearings on legislative programs for agencies under its jurisdiction.

ANTI-TRUST LAWS APPLY TO BOXING

Supreme Court finds that its 1953 ruling exempting baseball does not apply to boxing.

REVENUES from tv and radio rights played a significant part in persuading the Supreme Court that boxing is an interstate business and thus subject to the anti-trust laws.

Chief Justice Earl Warren, in an opinion delivered Monday, said that the court's 1953 baseball ruling exempting organized professional baseball from the anti-trust laws [B•T, Nov. 16, 1953] did not apply to pro boxing.

The majority opinion was criticized by Associate Justices Felix Frankfurter and Sherman Minton in dissents.

On the same day, the high court held that legitimate stage plays also do not fall under the exemption to anti-trust actions ruled in the baseball decision. This involved the Schubert theatre chain.

Last week's Supreme Court decision permits the Justice Department to continue its anti-trust suit against International Boxing Club and Madison Square Garden. This was begun in 1952. Following the 1953 Supreme Court baseball decision, the New York District Court dismissed the complaint against IBC and Madison Square Garden on the assumption that organized boxing was also exempt from the restraint of trade laws.

The Justice Department appealed to the Supreme Court [B•T, Nov. 15, 1954]. Last week's decision permits the government to move forward in its prosecution. A Justice Department spokesman said he thought the boxing trial would be re-started "before July 1."

The government claims that since 1949, IBC and others have monopolized professional

Norris Keeps Punching

JAMES D. NORRIS, president of the International Boxing Club, said, following the Supreme Court's decision last week, that he was confident that the court "will vindicate our position that, in presenting seven or eight championship fights a year, we do not operate an illegal monopoly within the meaning of the Sherman Act."

Mr. Norris also said:

> The effect of today's Supreme Court decision is that the televising of championship boxing contests now comes within the purvey of the Sherman Act. . . . The government's claims [of monopoly] do not affect the regular weekly offerings of the IBC on Wednesday and Friday nights, which according to independent rating surveys are among the most popular television attractions now offered free to the American public.

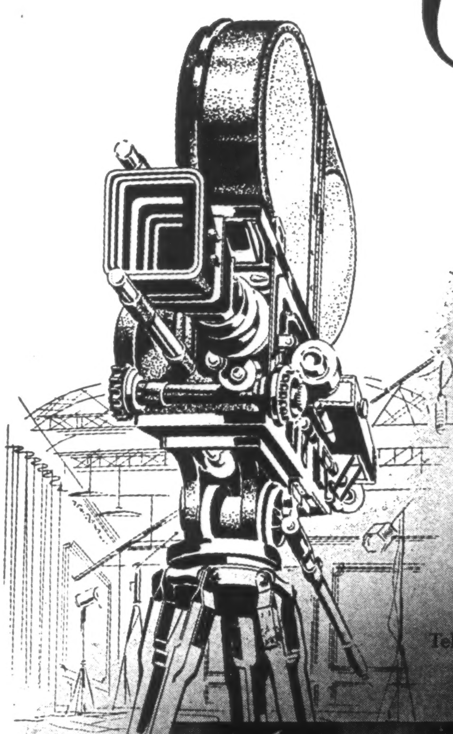
Pabst sponsors *Blue Ribbon Bouts* on CBS Wednesdays (10-10:45 p.m.), and Gillette sponsors *Cavalcade of Sports* Friday on NBC (10-10:30 p.m.).

A New Orleans street named Desire —but where is everybody?

If the time is between 6 and 9 a.m., they're very likely listening to Louisiana 'Larm Clock. This sprightly WDSU program acts as eye opener to a large and loyal following. And it has been an eye opener to sponsors to see how well 'Larm Clock's Harry Wood can sell their products.

WDSU RADIO—NEW ORLEANS—VITAL TO THE SOUTH'S BIGGEST MARKET

PROUDLY CREATED TO *Outperform!*



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THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

[illegible] Kelley Studios shoots a TV commercial [illegible] North American Airlines with this Mitchell "NC" Caesar Romero is shown at center.

One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

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Mitchell cameras are *created*, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

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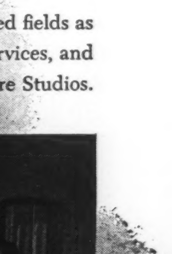
85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



boxing in the U. S. From 1949 to 1952, the government said, all but two of the 21 championship boxing bouts in the U. S. have been under the aegis of IBC. In arguing that boxing is interstate in character, the Justice Department said that the total income for all bouts in the three years amounted to $15 million, of which $4.5 million came from the sale of tv, radio and motion picture rights. This is more than 25% of the total income, the Justice Department said. It also pointed to the revenue from the 1953 Marciano-Walcott fight: from sale of admission tickets, $253,462.32; from sale of tv, radio and motion picture rights, $300,000.

Reference also was made by the Justice Department that the scale of income from tv was constantly growing as more and more tv stations went on the air.

Three Station Sales Approved by FCC

SALES of WJTN-AM-FM Jamestown, N. Y., KMBY-AM-TV Monterey, Calif., and KOLD Yuma, Ariz., received FCC approval last week.

The WJTN transfer was in two stages. Control of the stations was first transferred to Simon Goldman through purchase of 80.3% interest of Jay E. and Mabel Mason for $309,385. Mr. Goldman in turn sells 45.6% interest to Reginal A. Lenna for $34,574. Mr. Lenna deals in appliances and automotive equipment. Mr. Goldman retains 45.6% interest in the stations.

At Monterey, KMBY-AM-TV was sold to the owners of KSBW-AM-TV Salinas, Calif., for $230,000 plus assumption of $117,000 in liabilities [B•T, Jan. 3].

Purchaser is the newly-organized Salinas Valley Broadcasting Corp., headed by John Cohan (25%), W. M. Oates (25%), plus a group of local businessmen who own the remaining 50%.

KMBY-TV and KSBW-TV share ch. 8 in the Salinas-Monterey area. The transfer enables KSBW-TV to become a fulltime operation.

In order to stay within the FCC's duopoly rule forbidding one person or company from owning more than one station in a single market, Salinas Valley is selling KMBY for $70,000 to Frederick A. Gwynn, NBC Los Angeles engineer [B•T, Jan. 24].

At Yuma, KOLD was sold by the Gene Autry interests for $50,000. Purchasing group consists of Jim Hawthorne (25.6%), half-owner H-K Productions, Hollywood tv film firm; Van C. Newkirk (23.1%), 30% stockholder KSDA Redding, Calif.; Norman H. Rogers (15%), one-third owner KRNO San Bernardino; Lyle L. Perkins (20.5%), technician at KFBK Sacramento, and George W. Brock (15.4%), 30% owner KRNO.

Democrat's Site Committee Favors Chicago Convention

THE Democratic National Committee's Site Subcommittee has recommended Chicago as the site of the party's 1956 presidential nominating convention and has mailed out ballots to national committee members asking their approval. The committee met in Washington Thursday.

National Chairman Paul M. Butler has recommended the week of Aug. 13 as a date for the convention.

On Wednesday representatives of radio-tv outlined to the site group its anticipated needs for coverage, asking that the GOP and Democratic conventions be held in the same city to facilitate problems on moving personnel and equipment. The group also asked for more floor space and hotel accommodations for 750 people, 150 more than in 1952, because of the requirements of televising in color.

Radio-tv representatives present: William McAndrew, news and special events manager, and George McElrath, technical operations director, NBC-TV; Werner Michel, executive producer, DuMont Network; Thomas Velotta, ABC news vice president; Elmer Lower, CBS Inc. special projects director; and Willard Shadel (CBS), Joe McCaffrey (*McCaffrey Reports*) and Julian Goodman (NBC), representing Radio-Tv Correspondents Assn.

Anderson, San Juan Tvs Granted by Commission

TWO new tv stations at Anderson, Ind., and San Juan, P. R., were granted by the FCC last week.

Ch. 61 at Anderson was granted to Great Commission Schools Inc., owner of Civic Broadcasting Co., licensee of WCBC Anderson. Great Commission, a non-profit organization, plans to buy all the equipment, antenna and tower of the now defunct ch. 64 WBKZ-TV Battle Creek, Mich., for $44,000. It will operate with 24.5 kw visual and 13.2 kw aural, with an antenna 340 ft. above average terrain.

At San Juan, a new station on noncommercial educational ch. 6 was granted to the Dept. of Education of Puerto Rico. The station will operate with 100 kw visual and 50 kw aural, with an antenna 1,120 ft. above average terrain.

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DOMINATE
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Billion Dollar Market!

AREA SURVEY BY PULSE, INC.

ALL of the TOP 15
ONCE-A-WEEK SHOWS

RANK	SHOW	STATION	RATING
1	Lucy	WREX-TV	53.8
2	Gleason	WREX-TV	52.5
3	Toast	WREX-TV	52.3
4	Got Secret	WREX-TV	50.8
5	My Line	WREX-TV	46.0
6	Boxing	WREX-TV	45.7
7	Strike Rich	WREX-TV	45.5
8	Two For Money	WREX-TV	44.5
9	Dec. Bride	WREX-TV	44.3
10	G. E. Theatre	WREX-TV	43.8
11	Disneyland	WREX-TV	43.1
12	T-Men	WREX-TX	43.0
13	Pvt. Secretary	WREX-TV	41.5
14	Millie	WREX-TV	40.0
15	Racket Squad	WREX-TV	40.0

9 of 10 TOP
MULTI-WEEKLY SHOWS

RANK	SHOW	STATION	RATING
1	Como	WREX-TV	30.8
2	Weather-News (10:00 P. M.)	WREX-TX	27.1
3	Action (5:30)	WREX-TV	26.9
4	CBS News	WREX-TV	26.8
5	Weather-News (6:00 P. M.)	WREX-TV	26.2
6	Sports (6:15)	WREX-TV	25.8
7	Sports (10:15)	WREX-TV	23.0
8	Tales (5:00)	WREX-TV	22.9
9	Storm	WREX-TV	15.4
10	Howdy Doody	(Station B)	15.2

CBS • ABC

WREX-TV channel 13
ROCKFORD • ILLINOIS

represented by H-R TELEVISION, INC.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

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Dept. Y-3B, Radio Corporation of America
Camden 2, N. J.

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COURT HEARS 3 'PROTEST RULE' CASES

U. S. Court of Appeals has under examination protests from broadcasters who, according to the FCC, had no standing as objectors or who were not specific enough in their protests.

FCC'S ATTITUDE toward the protest rule—which permits anyone with standing to object to a Commission grant made without a hearing up to 30 days after the grant is made—was put onto the balance scale last week when the U. S. Court of Appeals in Washington heard three broadcast cases.

Involved was Sec. 309(c) of the Communications Act, added by the 1952 McFarland Act. Its provisions have been a matter of contention between broadcast attorneys and FCC lawyers ever since. It provides that if a protest is filed by a party in interest and the objections are set forth with "specificity" and "particularity," the grant must be stayed and a hearing held.

The question of standing as a party in interest was put to the test in two of last week's three cases—involving WSPA-TV Spartanburg, S. C., and KOAT Albuquerque, N. M. The question of whether a protestant who has standing has made his charges with sufficient details to warrant a hearing was involved in the case concerning share-time tv stations WHEC-TV and WVET-TV Rochester, N. Y.

The FCC, in the first two cases, dismissed the protests on the ground that the objectors had no standing. In the third case, the Commission held that the objectors' allegations were not detailed with sufficient "specificity" and "particularity."

Stations which protested and appealed the FCC's actions were:

- WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina. Both uhf stations, they are opposing the FCC's grant to WSPA-TV to build its ch. 7 transmitter on Paris Mt., near Greenville. WSPA originally received its permit to construct a tv adjunct on Hogback Mt., closer to Spartanburg. The FCC and WSPA-TV maintained that the move meets all FCC requirements regarding Spartanburg signal intensity and the mileage factors regarding co-channel and adjacent channel separation. It also insisted that the Paris Mt. site does not give WSPA-TV greater coverage of the Greenville-Anderson area than it had from Hogback Mt.

The uhf stations say the move was undertaken in order to avoid overlap with CBS-affiliated WBTV (TV) Charlotte, N. C. WSPA-TV has announced it will be a CBS-TV affiliate. The station is not yet on the air.

Last week's argument, which is the latest move in a year's litigation, was before Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Ben C. Fisher represented WGVL; Benedict P. Cottone, WAIM-TV; J. Smith Henley, FCC, and William C. Koplovitz, WSPA-TV.

- KOA Denver. The 50 kw, clear channel NBC-affiliated Rocky Mt. area station (on 850 kc) claims that the FCC's grant to local, ABC-affiliated KOAT to move from 1240 kc with 250 w to 860 kc with 1 kw day, 500 w night obliterates its signal to listeners in sections of New Mexico. KOA operates on 850 kc. The FCC and KOAT claim the Albuquerque station's change and boost in power does not injure KOA since the listeners involved are not within the Denver station's normally protected contours. The case was heard by Circuit Judges Edgerton, Bazelon and John A. Danaher. Vernon L. Wilkinson argued in behalf of KOA, Daniel R. Ohlbaum for the FCC, and Leonard H. Marks for KOAT.

- WSAY Rochester, N. Y. This station is objecting to the grant of Rochester ch. 10 on a share-time basis to WHEC and WVET, made in 1953. WSAY claimed the grant was made illegally, that the FCC should have accepted its own application for ch. 10—filed six days after the grant was made—and held a comparative hearing. It claimed it had no notice of the agreement to share ch. 10 by the then two competitive applicants, WHEC and WVET. It also claimed that its protest was denied without a hearing.

Both the Commission and the two stations opposed these contentions. They also claim that the FCC acted properly in denying the WSAY protest without a hearing since it lacked the required bill of particulars.

Circuit Judges E. Barrett Prettyman, Charles Fahy and George Thomas Washington heard the Rochester argument. William A. Roberts was counsel for WSAY; FCC General Counsel Warren E. Baker represented the FCC, and Thomas H. Wall, WHEC-TV and WVET-TV.

WNDR Plea Denied

PLEA of WNDR Syracuse for revocation of WSYR-AM-FM-TV there was turned down by FCC last week on the ground the WNDR complaint already is in court as a civil anti-trust suit and the Commission does not wish to proceed until that action is settled. WNDR charged that Samuel I. Newhouse, through his ownership of WSYR and the only local daily papers, was seeking to restrain trade [B•T, Nov. 8, 1954].

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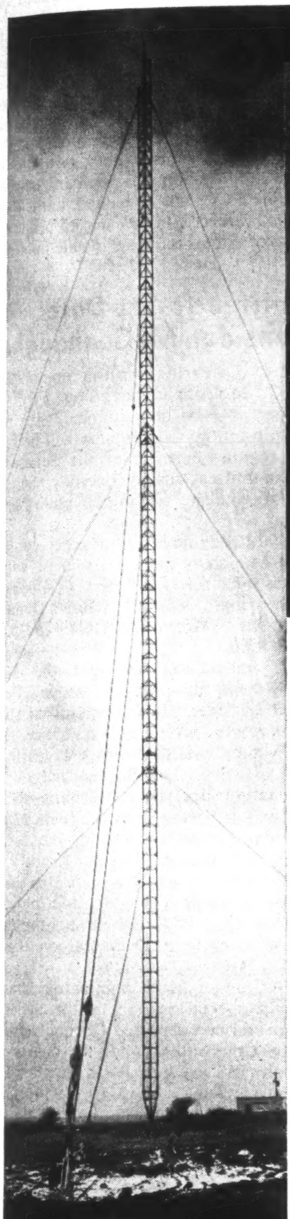
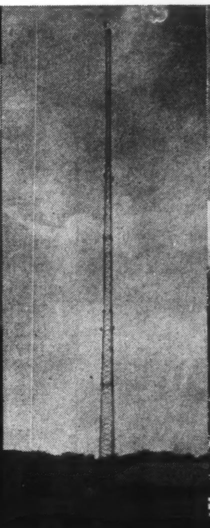
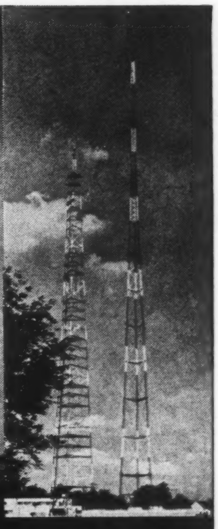


WFMJ-TV
Truscon Guyed Tower,
1000 Feet Tall



WBBW Truscon Self-Supporting Tower, 150 Feet Tall



WKBN-TV Truscon Self-Supporting Tower, 539 Feet Tall

SEE YOUR NEXT TOWER IN OPERATION...NOW!

You can see and examine all types of Truscon Towers in full operation in Youngstown.

A tower is one piece of equipment no salesman can bring to you. He can't demonstrate its features in your office. Fortunately, you can get all the advantages of on-the-job demonstration simply by visiting Youngstown. You can get the facts to help you buy on proof. And, you can inspect Truscon's design and fabricating facilities at the same time.

You'll be able to see and examine:

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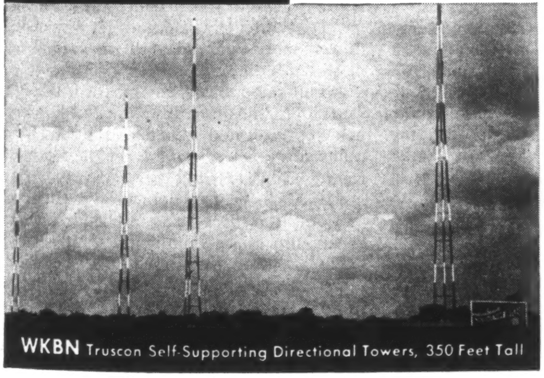
2. Four 400-foot self-supporting towers in directional array for AM broadcasting.
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna.
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna.
5. A 1000-foot guyed tower with TV antenna.

Next time business takes you near Youngstown, make it a point to see all these Truscon Towers. Contact the Radio Tower Sales Department to let us know when you're coming.



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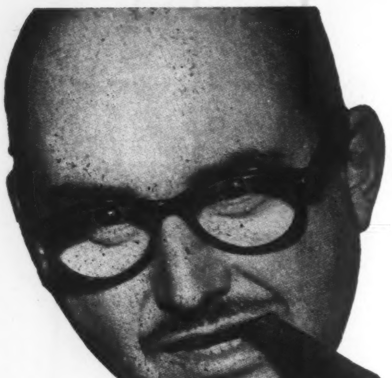

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Gran Files Application For Milwaukee's Ch. 12

APPLICATION for Milwaukee's ch. 12—now occupied by WTVW (TV), which has been bought by Hearst Corp. for $2 million with the purchase pending FCC approval—was filed last week by Gran Enterprises Co. [B•T, Jan. 31].

Gran Enterprises is owned by L. F. Gran, 38.5% stockholder and until Jan. 26 board chairman of WTVW. In a statement with the application, Mr. Gran repeated what he had notified the FCC two weeks ago: that he had offered to meet the Hearst offer to buy the station and that he was opposed to the sale of the 10-week old station (it began commercial operation Nov. 15, 1954) although he said he had voted to accept the Hearst offer "under protest."

The ABC-affiliated WTVW received its grant after the four competing applicants agreed to a merger. Options, still not consummated, are held by WFOX, WEMP and Kolero Telecasting Inc. Milwaukee Area Telecasting Corp. is the present permittee of WTVW. When the options are exercised, Mr. Gran's stockholding would be reduced to about 12%.

Hearst, which owns WISN Milwaukee, had been an applicant for ch. 6 in Whitefish Bay, Wis., a suburb of Milwaukee. Following its purchase agreement with WTVW, it withdrew from that contest.

Proposing 251 kw and an ABC affiliation, the Gran application indicated it would spend $796,679 on construction, and $1,340,000 on the first year's operation. Loan of $300,000 also was disclosed by the application. This would be $150,000 from L. E. Caster (WREX-TV); $100,000 from Theodore R. Gamble (KOIN-AM-FM-TV Portland, Ore.), and $50,000 from Dr. Franklin C. Wagner.

Gran Enterprises' balance sheet as of Jan. 26 showed total assets of $631,286, with current assets amounting to $109,986. Total liabilities are listed at $199,644. Combined income after taxes of the company and Mr. Gran was $18,000 for 1953 and $30,000 for 1954.

Wiley Urges Network Series To Fight Juvenile Delinquency

SEN ALEXANDER WILEY (R-Wis.) last week expressed hope that the television industry would inaugurate a show combatting juvenile delinquency—"not as a one-shot documentary but as a continued (and I hope) high-rating series."

He made the proposal in introducing a bill (S 894) on behalf of himself and Sen. Edward J. Thye (R-Minn.) to "strengthen and improve" state and local juvenile delinquency programs.

He said the tv industry is "increasingly demonstrating its awareness of the significance of getting across the right type of programs for youngsters, and avoiding the wrong type." Sen. Wiley felt the tv industry has "more than enough talent" for the show he proposed and that there are "ample sponsors who would underwrite this type of network project."

Patent Report Proposal Hit

GENERAL opposition to FCC's proposal to require annual patent reports by all licensees was expressed in oral argument Tuesday before the Commission *en banc*. Contending the plan would be an administrative burden for both FCC and its licensees and duplicate information already on file in the U. S. Patent Office, the plan was protested by American Telephone & Telegraph Corp., Allen B. DuMont Labs, Sylvania Electric Products Inc., Aircraft Industries Assn. and Collins Radio Co.

Warren Baker, FCC general counsel, refuted the arguments by pointing out that several major communication firms apparently felt there would be no burden involved since they failed to appear. He cited RCA, GE and Westinghouse, all major patent holders, and explained FCC only wants general data as to the effect of patent holdings on development of the art. Meanwhile, FCC has extended until Feb. 18 its deadline for comments on its proposal for disclosure of patent interests in rule-making proceedings [B•T, Dec. 13, 1954].

Committee to Set Date To Consider McConnaughey

DATE for a hearing on the nomination of George C. McConnaughey, now FCC chairman under interim appointment, for regular membership on the Commission will be brought up at a regular meeting of the Senate Commerce Committee this Wednesday, Sen. Warren G. Magnuson, committee chairman, has announced.

Chairman Magnuson at a news conference last week (see story page 31) said he will have some questions ready for the FCC chairman at the hearing. So will fellow Democratic Sen. A. S. Mike Monroney (Okla.) and possibly others, he said.

Present indications are that the McConnaughey hearing may be held around Feb. 24, or thereafter. Sen. Magnuson's office has said he will want to give 10 days notice for the hearing, which would throw the hearing into the week of Feb. 21. But around that time many senators are busy traveling to make Washington's Birthday speeches (Feb. 22). Feb. 23 is regular committee meeting day.

Sen. Estes Kefauver (D-Tenn.), not a member of the committee, has indicated he may have some questions for Mr. McConnaughey [B•T, Nov. 29, 1954], which he presumably would turn over to a Democrat on the committee.

Mr. McConnaughey's nomination was submitted to a special session of the Senate last November and was reported favorably from the Commerce Committee under the chairmanship of Sen. John W. Bricker (R-Ohio), after Democratic protests [B•T, Nov. 15, 1954]. Democrats later blocked confirmation on the floor.

White House Denies 'Censoring' Film Coverage

IF ANY broadcaster is concerned about "censorship" of the sound films of the Presidential news conferences, which are edited by White House news secretary James C. Hagerty before being released for broadcast use, he has not let the White House know it, President Eisenhower said Wednesday at his second televised news conference.

When the subject was pursued, the President said: "No head of any broadcasting company has yet protested to me and I can't very well make any answer until I get their protests and their reasons for it."

Mr. Hagerty, to whom the President referred the question of editing procedure, denied the censorship charge implicitly. "It is not applicable at all to this procedure," he said. "All news-gathering media—newspapers, magazines, radio, television and theatre newsreels—have complete access to the entire transcript of the Presidential press conference. All media also have complete access to the part released in the spoken word and film of the President and have a perfect right to point out what was and what was not released for direct quotation."

Going Up Is Tough

IT'S going to be tough getting Airspace Subcommittee approval for any tv tower over 1,000 ft. above ground—even though the parent Air Coordinating Committee told its subcommittee to carry on as before on a case by case basis [B•T, Jan. 17]. Subcommittee by vote of military members has turned down the request of KSWS-TV Roswell, N. M., for a 1,610-ft. antenna at Caprock, N. M., 31 miles from the present 790-ft. antenna at Comanche Hill. Air Force, Army and Navy members voted no, CAA and CAB members voted yes. The vote followed regional airspace subcommittee approval. The KSWS-TV move was requested by the Air Force.

Joint Unit to Study 1,000-ft. Tower Limit

ORGANIZATION of a joint government-industry committee to determine whether tv towers that are 1,000 ft. or higher above ground are dangerous to aircraft was announced last week.

The committee will hold its first meeting Feb. 11 in Room 1510, Tempo T-4, Washington.

It is expected that FCC Comr. Edward M. Webster and CAA Administrator F. B. Lee will be co-chairmen of the committee as they were in the 1952 tall tower study.

The present group was established following a recommendation of the Air Coordinating Committee in order to search out the pros and cons of a proposal by military members that any tower over 1,000 ft., unless shielded by existing structures, be considered an air hazard [B•T, Jan. 17]. The ACC acted after its Technical Div. and Washington Airspace Subcommittee referred the proposal to it. The matter arose when regional and Washington airspace subcommittees began receiving applications for 1,000-2,000-ft. tv towers. Military members objected to such heights and when their objections failed to prevent approval, proposed the 1,000-ft. limitation. Resolutions to accomplish this ceiling (H J Res 138 and 139) have been introduced in Congress by Reps. Carl Hinshaw (R-Calif.) and Oren Harris (D-Ark.).

In addition to Messrs. Webster and Lee, other government members of the study group are: Joseph Adams, CAB; Brig. Gen. Louis V. Hightower, Army; Rear Admiral W. L. Rees, Navy; Maj. Gen. W. D. Ganey, Air Force.

Broadcast industry representatives are: Robert E. L. Kennedy, Assn. of Federal Communication Consulting Engineers; A. Prose Walker, NARTB; Robert M. Booth Jr., Federal Communications Bar Assn., and Cyril M. Braum, Joint Committee on Educational Tv.

Aviation representatives, not yet announced, will represent: Air Transport Assn.; National Businessmen's Aircraft Assn.; National Assn. of State Aviation Officials; Airport Operators Council; Aircraft Owners & Pilots Assn., and Air Line Pilots Assn.

Roanoke Decision in Prospect

PROSPECT for an early initial decision in the Roanoke ch. 7 case appeared last week as WROV there petitioned for dismissal of its application. The move would leave uncontested the bid of Times-World Corp.'s WDBJ. Under the dismissal agreement between the two applicants, WDBJ buys the television assets of WROV for $245,000 [Closed Circuit, Jan. 31]. Assets include tower, studios, equipment and site of defunct ch. 27 WROV-TV and would allow WDBJ, upon receipt of final grant for ch. 7, to expedite commencement of operation.

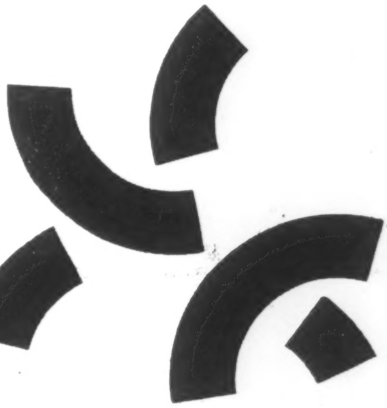
COMR. LEE BLASTS HAGGLING, 'RED TAPE'

FCC member says excessive regulation stems from people themselves seeking government assistance in resolving private problems.

PLACING responsibility for the "seemingly endless chain of governmental red tape" upon the people themselves, FCC Comr. Robert E. Lee in an off-the-cuff talk last Wednesday before the Minnesota Employers Assn. at St. Paul suggested that arbitrary legislation and added regulation—"dictated by pressure groups to cure temporary business reversals"—are not the way of progress.

"As a member of a regulatory body," he said, "I have seen technical developments delayed not only by prescribed government procedure popularly called 'red tape,' but also by the wrangling of proponents, the jockeying for position of competitors, the delaying tactics of parties who claim their interests may be hurt, and the time it takes to study voluminous records and make a judicious decision in controversial matters.

"How much better it would be, if, by eliminating unnecessary man-made delays, we could bring more of these modern accomplishments



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Skilled hands and exclusive Maurer-designed equipment are teamed to bring these perfect results to each Precision print. Even more important, continuing research constantly improves techniques that are already accepted as unequalled in the field.

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of science within the life span of the average person."

Reviewing public indulgence of red tape, Comr. Lee noted that "during the past two decades the people of this nation when facing an emergency, real or imagined, have acquired the habit of turning to the Federal government for a solution of the . . . problem."

He said that "if the pressure on the government is sufficiently well organized, it invariably results in the enactment of new laws or the adoption of additional regulations by the government agency involved. This, without fail, results in some form of additional control, direct or indirect, being fastened on our everyday lives."

Comr. Lee pointed out that the pressure groups appear "whenever the particular branch of industry in which they are engaged is threatened with a temporary set-back or recession which may be due to any one or a number of causes such as over-production, poor planning or an attempt to control the variations of the business cycle."

He considered the people's recourse to arbitrary controls to solve temporary economic problems as a "dangerous step toward destruction of freedom and the creation of a police state in one of its many forms."

He concluded that "the distance between regulation and strangulation is very short indeed, and the distance between strangulation and government ownership and operation is still shorter."

Examiner Favors WCYB For Bristol, Va., Tv

INITIAL decision proposing to grant a new tv station on ch. 5 at Bristol, Va., to WCYB there was issued last week by FCC Examiner Isadore A. Honig. The ruling would deny the competitive bid of Tri-Cities Television Corp., whose ownership includes principals in WOPI Bristol, Tenn., and WKPT Kingsport, Tenn.

The examiner found WCYB "superior to Tri-Cities with respect to the decisional factors of local ownership, integration of ownership with management and diversification of ownership of media of mass communications." He favored Tri-Cities, however, on factors of participation in local civic activities, proposed programming service, studios and equipment proposals (both for studio and remote), provisions for auxiliary studio at Kingsport and the fm services rendered by WKPT and WOPI.

Charge by WCYB that certain Tri-Cities' principals had been involved in filing of a strike application "was not sustained in the hearing," the initial decision declared.

Citing the precedent of FCC's decision in the grant of ch. 8 at Tampa, Fla., to the *Tampa Tribune's* WFLA, the examiner noted an applicant having the majority of decisional factors may not be the most preferred since the factors have individual weight.

WCYB is owned 25% each by Robert H. Smith and J. Fey Rogers and 16⅔% by Charles W. Gore, Harry M. Daniel and Frank W. DeFriece Jr.

Tri-Cities is owned 16⅔% each by WOPI and WKPT. Officers include: R. Vance Stone, Bristol (Va.) lumberman, president and 6.66% owner; W. A. Wilson Sr., owner WOPI, executive vice president; C. P. Edwards Jr., co-founder WKPT, vice president and 14.47%; Howard Long, co-founder WKPT and vice president-10% owner Kingsport Pub. Co., secretary and 7.5%; O. Roland Galliher, treasurer of Blanfox Radio Co., operator WCBM Cumberland, Ky., WVAN Norton, Va., and WHLN Harlen, Ky., treasurer and 5.34%.

WSAV Granted Ch. 3 Outlet Despite Prior Construction

FINAL decision granting a new tv station on ch. 3 to WSAV Savannah, Ga., notwithstanding its unauthorized prior construction, was issued last week by the FCC.

The decision upheld the initial decision proposing to grant the ch. 3 facility to WSAV and denial of the competing application of WJIV [B•T, April 12, 1954].

The final decision concluded that WSAV must be preferred as there exists a greater likelihood that satisfactory programming will be carried out in the public interest in view of its past performance, local residence and participation in community affairs, and integration of ownership and management.

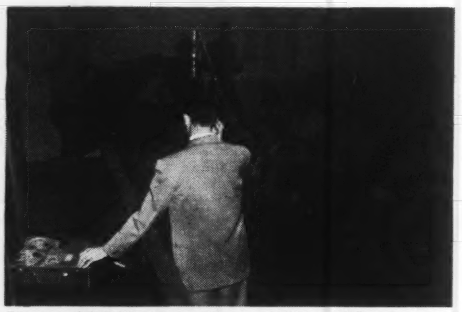
The decision is subject to the condition that the station does not utilize its proposed tower base, consisting of three steel sleeves installed on the penthouse-roof of the Liberty National Bank Building in Savannah.

FCC Denies WICU Motion

ACTING on pleadings pending since the start of its hearing on the license renewal of Edward Lamb's WICU (TV) Erie, Pa., last fall, FCC Thursday denied a motion by WICU to strike certain allegations by the Broadcast Bureau and dismissed as premature a Broadcast Bureau motion to enlarge and modify the hearing issues. Case resumes Wednesday before Examiner Herbert Sharfman with WICU directed to proceed with cross examination of certain FCC witnesses [B•T, Jan. 31].

At **WLAU,** 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPEX 600"

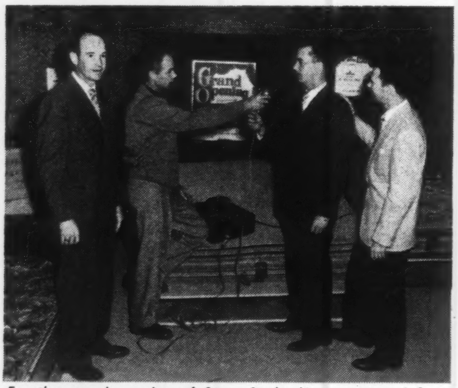


Every week WLAU pays an "Ampex visit" to a different county school for a program called "Salute to Jones County Schools".

"If the Ampex 600 were paid a salary, the figure would run into the overtime column every week. It is used by the salesmen, announcers and the sports man. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Norma H. Leggett

Mrs. Norma H. Leggett, Manager
Radio Station WLAU, Laurel, Mississippi



For the grand opening of Sears Roebuck's newest and finest store in Mississippi (in Laurel), the Ampex 600 taped an interview with every department head.

Our program director interviewing the manager of Jones County Auto Sales at the showing of the new 1955 Mercury. We taped every new car showing in Laurel.

Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.

Ampex 600 portable tape recorder
Weighs just 28 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are $498 unmounted or $545 in portable case.

Ampex 620 portable amplifier-speaker
The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs $149.50 in portable case.

Ampex 350 studio tape recorder
"The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 in/sec. tape speeds and connections for remote controls. Prices are $1205 rack mountable and $1315 console.

Signature of Perfection in Sound

For full performance specifications on these machines, write Dept. D-1882

AMPEX CORPORATION • 934 CHARTER ST. • REDWOOD CITY, CALIF.

DISTRIBUTORS IN PRINCIPAL U.S. CITIES
CANADIAN DISTRIBUTION BY CANADIAN GENERAL ELECTRIC COMPANY

AMPEX
CORPORATION

FCC Dismisses Order On CBS Station Ownership

SHOW CAUSE order issued by FCC in late 1953 to require CBS to divest part of its am station holdings was formally dismissed by the Commission last week upon recognition that the network now owned only six radio outlets, one less than the seven station maximum prescribed in the revised multiple ownership rules [B•T, Nov. 30, 1953].

Noting CBS has sold its minority holdings in KQV Pittsburgh, WTOP Washington and WCCO Minneapolis, the FCC order found the show cause proceeding to be moot. CBS owns WCBS New York, WEEI Boston, WBBM Chicago, KMOX St. Louis, KNX Los Angeles and KCBS San Francisco.

Meanwhile, Westinghouse Broadcasting Co. petitioned FCC to permit Dillon Anderson, one of 20 directors of parent Westinghouse Electric Corp., to retain his 2.8% interest in KTRK-TV Houston on the ground it is inconsequential and not within the intent of the Commission's multiple ownership rules. The petition, reviewing history of the rule and noting two other Westinghouse Electric directors already have given up their personal broadcast interests to comply with FCC's multiple ownership inquiry [B•T, Feb. 15, 1954], suggested 5% interest would be a more equitable limit than the 1% now in the rule.

Court Hears Objection On FCC Fort Wayne Grant

STRENUOUS objection to the FCC's attitude toward newspaper ownership in granting Fort Wayne ch. 69 to WANE that city was filed with the U. S. Court of Appeals in Washington last week. Brief was on behalf of unsuccessful applicants James R. Fleming and Paul V. McNutt, who constitute Anthony Wayne Broadcasting [B•T, Nov. 8, 1954].

Both WANE and Anthony Wayne were competitors for Fort Wayne's ch. 69. The examiner proposed to grant the frequency to Anthony Wayne. The FCC, however, reversed the examiner and issued the permit to WANE. Basically, the Commission found that Mr. Fleming and Mr. McNutt were controlling trustees of the *Fort Wayne Journal Gazette*. The *Journal Gazette* and the *Fort Wayne News Sentinel* (WGL) maintain joint mechanical and business facilities. The publishing company, the FCC averred, requires joint national and classified advertising in both newspapers. This, the FCC held, imputed the qualifications of Messrs. Fleming and McNutt.

Gist of the Anthony Wayne objection is that neither of the Anthony Wayne principals can reverse this condition without breaching the contract between the two newspapers. It also claimed that the practice is not illegal.

"It is therefore submitted that the Commission in giving decisive weight to appellants' failure to 'object' to the joint rate practices of a corporation which they admittedly could not control was clearly erroneous and arbitrary," the Anthony Wayne brief said.

The practice of joint rates is not illegal, the brief continued. It cited the Supreme Court decision in the *New Orleans Times-Picayune* case as upholding this view.

Mr. McNutt is a former Indiana governor and national Democratic official.

Anthony Wayne also claimed that the Commission took no note of its superiority in engineering matters.

WANE is owned by the same interests which own WISH-AM-TV Indianapolis and WHBU Anderson, Ind.

new
TEST INSTRUMENTS for COLOR TV

TYPE 1105

VIDEO SWEEP GENERATOR

- High Output
- Flat Frequency Response
- Stable Keyed Carrier Markers
- Low Harmonic Distortion
- 75-ohm Internal Impedance
- Ten Marker Frequencies*

$500.00 FOB Plant
(*Markers $10 ea. add'l)

specifications

RF OUTPUT:
2.0 V max. p-p from 75-ohm source into 75-ohm load.
ATTENUATION:
0 to 63 db in 3, 10, 20 and 20 db steps plus 10 db variable.
SWEEP WIDTH:
10 megacycles.
MARKERS:
Keyed pulse-type markers on RF output; 0.01% accuracy; available externally, either polarity adjustable for Z axis modulation.
SAWTOOTH:
Locked to line frequency for horizontal sweep of oscilloscope.

TYPE 2123

CHROMATRAN

- High Output (0.2 volts peak-to-peak)
- Low Incremental Amplitude and Differential Phase Distortion
- Sound-Picture Carrier Difference Maintained within 1000 Cycles
- Available for any VHF Channel
- Video Modulating Signal DC-Restored
- Adjustable Sound-to-Picture Carrier Ratio

$600.00 FOB Plant

specifications

FREQUENCY:
Any single specified VHF Channel.
PICTURE-CARRIER ACCURACY: 0.005%.
SOUND-CARRIER ACCURACY:
4.5 mc ±1000 cps above picture carrier frequency.
INTERMODULATION DISTORTION (920 KC BEAT):
Better than 50 db below maximum picture carrier level at maximum modulation.
SOUND CARRIER MODULATION:
INTERNAL: at least ±25 kc deviation, 400 cycles.
EXTERNAL: Deviation sensitivity ±25 kc per volt. Maximum deviation ±50 kc.

TIC

Complete instrument catalog available on request.

Tel-Instrument Co. Inc.
728 GARDEN STREET, CARLSTADT, NEW JERSEY

WTRI (TV) SUSPENDS AMID PROTESTS

After almost a year of operation, the Albany uhf suspends following the loss of its CBS-TV affiliation. It claims that all the networks in the tri-city area are tied up.

THE TV PICTURE in the upper New York state tri-city area of Albany-Schenectady-Troy remained somewhat unsettled last week as:

- WTRI (TV) Albany, operating for almost a year on ch. 35, ceased operations.
- CBS-TV limited affiliation changed Feb. 1 from WTRI to ch. 41 WROW-TV.
- An "angry" public protest at the closing down of WTRI, directed at the FCC, began to reach major proportions, Col. Harry Wilder, president of WTRI, informed B•T.
- GE told WTRI that it is up to the FCC to decide whether WRGB (TV) Schenectady, which GE owns, should change from its present ch. 6 to ch. 17 as proposed by WTRI.
- WTRI formally opposed the allocation of ch. 10 to Vail Mills, N. Y., as proposed by WROW-TV.

In announcing the closing of WTRI, Richard B. Wheeler, general manager, said that the move was forced by the inability of the ch. 35 station to secure a network affiliation. He placed the blame on the GE-owned WRGB, which, he said, had affiliation contracts with all four tv networks. Other stations used only what WRGB could not fit into its schedule, Mr. Wheeler averred. Since WROW-TV had secondary affiliations with ABC and DuMont, which it retained even after it secured the CBS-TV affiliation, this left WTRI with no network to affiliate with, Mr. Wheeler declared.

Sale of WROW stations to the Lowell Thomas group sparked the present Albany-Schenectady-Troy quarrel. Mr. Thomas and others bought the WROW stations for $298,800. The FCC approved the sale last November. WTRI protested the approval. It claimed that Mr. Thomas was a high ranking employe of CBS and that this violated Commission policy on ownership of stations by network employes. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation, and that Mr. Thomas had not entirely divulged his connection with CBS.

The Commission allowed the protest by agreeing to hold an oral argument on some of the questions (this is scheduled for Feb. 14) and promising that a regular hearing before an examiner would be scheduled on other allegations. It refused, however, to stay the effectiveness of its approval of the sale.

WTRI appealed to the U. S. Court of Appeals in Washington, again asking for a stay order. This the court refused.

The spontaneous public outcry against the FCC began, Col. Wilder said, after a 45-minute final broadcast on WTRI Jan. 31. Announcement of the station's demise was read and all employes appeared on camera to relate their background and hopes for the future.

Col. Wilder reported that public protest meetings had been held in adjacent communities of Glens Falls and Hudson Falls, among others, and petitions to the FCC protesting the closing down of WTRI were being circulated by tv service and dealer organizations, manufacturing plants and supermarkets. He also said one local newspaper editorially chided the FCC for giving the lone vhf station in the area (WRGB) a monopoly and called it a "betrayal of public trust."

Profits Ahead Seen

An investment of $900,000 has been made in WTRI, Col. Wilder said. Weekly losses had been reduced from $7,000 to $4,000 by the time the station ceased operations, Col. Wilder said. "We were beginning to see profitable days ahead," he said. The station employed 40 people, he added, and a skeleton force will be maintained in case litigation is successful. It opened new studios last December.

WTRI figured 180,000 uhf sets in the area, Col. Wilder said. There are about 425,000 tv sets in the whole area.

The GE reply to WTRI's suggestion that WRGB change its frequency from ch. 6 to ch. 17 [B•T, Jan. 24] was made by Robert B. Hanna, GE broadcast station department manager. Mr. Hanna said he was not aware of any new developments or changes to warrant a reappraisal of WRGB policies.

"The FCC is, of course, the authorized body to decide whether WRGB should be placed on a uhf allocation. . . . Such a change is obviously not in the public interest since it would adversely affect three-fourths of the more than 400,000 tv families in the WRGB coverage area," Mr. Hanna said.

The WTRI proposal to change WRGB to ch. 17 and make ch. 6 the educational assignment in lieu of ch. 17 was combined with the WROW proposal to assign ch. 10 to Vail Mills by the FCC in a rule-making proposal [B•T, Dec. 20, 1954].

AM
WEVD
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4 Reasons Why

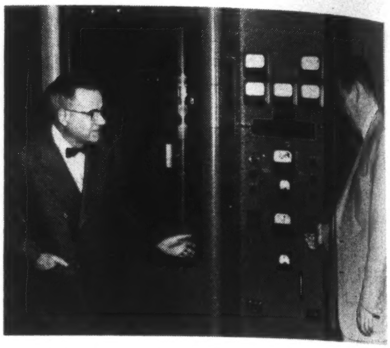
The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19



WHLM Bloomsburg, Pa., has gone to full-time operation with 500 w on 550 kc after seven years as a daylight station on 690 kc. Harry L. Magee (l), owner and licensee, and Robert R. Williams, station manager, examine equipment in the station's new transmitter building.

Three More Tv Permittees Set Starting Target Dates

PLANS for the start of commercial programming were reported last week by three new tv stations.

WTVT (TV) Tampa, Fla., on ch. 13, expects to begin test patterns March 15 and programming April 1. Equipment will be RCA with an Ideco tower. Avery-Knodel is representative and affiliation is "expected to be with CBS."

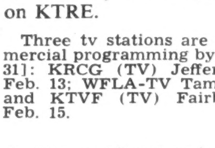
Great Commission Schools Inc. (WCBC), Anderson, Ind., which last week received a grant for ch. 61 there, has set May 1 as starting target date. RCA equipment will be used. The station plans to originate programs as well as carry live network shows. Negotiations for network affiliations and a national representative are underway. Worth S. Rough, manager of WCBC, will be general manager of the tv station. Fred M. Mullen, former director of film operations for WAVE-TV Louisville, is tv director.

KTRE-TV Lufkin, Tex., will begin telecasting Sept. 1, according to Richman Lewin, vice president and general manager. The ch. 9 station will operate with 27 kw. KTRE-TV will be independently owned and operated in Lufkin but will have a program affiliation with ch. 2 KPRC-TV Houston, NBC affiliate. First contract for tv time has been signed with the O. L. Finley Tire Co., a present radio advertiser on KTRE.

Three tv stations are scheduled to begin commercial programming by mid-February [B•T, Jan. 31]: KRCG (TV) Jefferson City, Mo. (ch. 13), Feb. 13; WFLA-TV Tampa, Fla. (ch. 8), Feb. 14, and KTVF (TV) Fairbanks, Alaska (ch. 11), Feb. 15.

ROLLINSON TAKES QRG SALES POST

AS PART of plans of the Quality Radio Group to build a strong sales and program development organization, William B. Ryan, executive vice president, last week announced the appointment of R. H. (Reg) Rollinson as eastern sales manager.



MR. ROLLINSON

Prior to joining Quality Radio Group, Mr. Rollinson served as general manager for the Crusade for Spot Radio, sponsored by 300 radio stations through the Station Representatives Assn. Mr. Rollinson has had wide experience in various phases of advertising, having been an account executive with the John A. Cairns Advertising Agency, predecessor firm to Anderson & Cairns.

Mr. Ryan also announced that QRG has completed its first six weeks preliminary circulation studies, and is prepared to present the

Group to national advertisers and agencies as a national circulation medium.

The appointment of Mr. Rollinson, Mr. Ryan said, marks the start of the second phase of Quality's campaign to form a powerful sales and program development organization. He added that "all conceivable sources of talent and programs are being explored for future quality programming."

Okla. City Papers Drop Free Log Ban

THE PAGES of the *Daily Oklahoman* and *Times*, Oklahoma City, are once more open to free publication of radio-tv logs, following a period of almost 18 months in which logs could be printed only on a paid advertising basis.

The station listings, beginning with the Jan. 22 issue, are now published every Sunday in the magazine section. They include the programming for the entire week of all tv stations in Oklahoma and the radio stations in Oklahoma City.

The *Oklahoman* and *Times*, owned by the Oklahoma Publishing Co. which owns WKY-AM-TV Oklahoma City, banned free publication of logs Aug. 16, 1953, claiming that radio stations were "commercial institutions and as such should pay for those facilities which they employ to promote their services."

The stations and reported public reaction argued that the listing of program logs was of news value. Following the discontinuance, the *Oklahoma City Advertiser*, a weekly, agreed to carry the logs. It was joined by other publications in the state, which finally included 16 dailies, 43 weeklies, a half-dozen magazines and a group of grocery chain listings. At least one of the newspapers reported that publication of logs brought an increase in circulation. According to a survey made by Norman F. Hall, of the Erwin, Wasey & Co. Oklahoma City office, logs distributed in publications and stores had a total circulation of 398.851 [B•T, June 7, 1954].

Lucky Lager Signs With KNBC For 15¾ Hours Per Week

LUCKY LAGER BREWING Co. has signed a 52-week contract for *Lucky Lager Dance Time*, to be shown 15¾ hours per week over KNBC San Francisco, in what is described as the largest time sale by dollar volume in San Francisco radio history. The program, which will be broadcast seven nights a week on KNBC, is now sponsored on stations in nine western states, Alaska and Hawaii.

The sale was handled by William K. McDaniel, KNBC sales manager, and Martin H. Percival, San Francisco manager of NBC Spot Sales for radio. McCann-Erickson is agency for Lucky Lager.

NBC Central Sets Record

RECORD SALES levels were recorded in 1954 by NBC o&o radio and tv stations in Chicago, the network's Central Div., Jules Herbuveaux, general manager of WMAQ and WNBQ (TV), has reported. WNBQ reported a sales increase of 33-50% in local and national spot sales, while WMAQ revealed a 7% boost over 1953. The WNBQ roster included 175-200 local and national spot clients each week during the past year, according to Floyde Beaston, sales manager, while Rudi Neubauer, WMAQ sales manager, attributed the radio sales surge to more emphasis on merchandising and a "year of reawakening" to radio's advertising advantages.

WARL Elects Armand, Crump

ELECTION of Ray Armand as vice president and George Crump as secretary of WARL-AM-FM Arlington, Va., was announced last week by Northern Virginia Broadcasters Inc., licensee. They also were elected directors. Mr. Armand, in radio 17 years, is assistant manager of WARL and executive manager of WCMS Norfolk. Mr. Crump, in radio 10 years, is commercial manager of WARL and executive commercial manager of WCMS. Both are partners in a new am application for 1 kw daytime on 1050 kc at Roanoke, Va.

MR. ARMAND

MR. CRUMP

WHIL Boosts to 1 Kw

WHIL Medford, Mass., has increased to 1 kw on 1430 kc using a new RCA transmitter. The new power brought with it changes in news and weather programming. Newscasts are now heard at 25 minutes past the hour and weather forecasts every hour on the hour. Sherwood J. Tarlow is WHIL president.

WFMY-TV Boosts to 100 Kw; Dedicates $1 Million Home

TO FORMALLY DEDICATE its new $1 million home on Jan. 30, and celebrate its power increase to 100 kw, WFMY-TV Greensboro, N. C., staged a two-hour televised talent show with entertainers representing a dozen North Carolina and Virginia cities in the station's coverage area.

Called *The Channel 2 Revue*, the program featured the music of Hal McIntyre and his orchestra and included an appearance of Betty Jo Ring, Miss North Carolina. Over 3,000 people jammed the station to see the show, the station said. Talent was introduced by the mayor of each of the 12 communities represented.

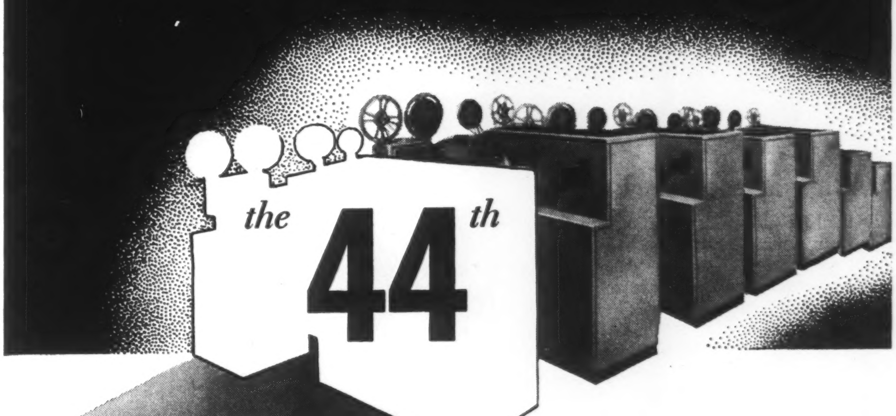
Ch. 2 WFMY-TV now claims two million people in its coverage area.

Holloway Gets WSBT Post

APPOINTMENT of Dick Holloway as national sales manager of the South Bend, Ind., *Tribune* stations, WSBT-AM-TV, was announced last week. He succeeds Robert H. Elrod, who has resigned to join the network advertising and promotion department of NBC Chicago. Prior to joining the WSBT-AM-TV sales staff, Mr. Holloway was general manager of WTRC Elkhart, Ind.

Jensen Suffers Attack

RAY V. JENSEN, manager of KSAL Salina, Kan., is reported convalescing at St. John's Hospital there from a severe heart attack suffered while in his office Jan. 10. His condition is said to be satisfactory.



out-selling...out-performing

ALL OTHER COLOR TV SYSTEMS

the 44th

DUMONT® multi-scanner

installed at WBZ-TV

BOSTON, MASSACHUSETTS

Bankers Life & Casualty Co. Names Baylor Gen. Executive

DAVID M. BAYLOR, a 20-year broadcasting veteran, has been appointed general executive of Bankers Life & Casualty Co., Chicago, owner and operator of KCSJ-AM-TV Pueblo, Colo., the company has announced.

Mr. Baylor began his radio career as an announcer at WJW Detroit, and served 12 years—from 1935 to 1947—with WGAR Cleveland. In 1947 he built, organized and put on the air WJMO Cleveland where he became vice president-general manager. He moved to WEWS-TV Cleveland in 1952 as general executive in charge of program and production operations.

In 1948 Mr. Baylor helped to organize the Assn. of Independent Metropolitan Stations in Cleveland and served on NARTB's first Independent Stations Committee.

WRCA Spot-Local Business Shows January Gain Over '54

COMBINED national spot and local business in January on NBC-owned WRCA New York increased 10% over the same month of 1954, according to George Stevens, sales manager.

Mr. Stevens said that the following sponsors had signed 52-week contracts on WRCA during January: Metropolitan Life Insurance Co., Horn & Hardart Co., The Bank for Savings, The Bayer Co., Bulova Watch Co., Costa's Ice Cream Co. and Piel Bros.

KXOK Issues New Rate Card

RATE CARD No. 10, effective Jan. 1, 1955, has been issued by KXOK St. Louis, Mo. Information on rates appears on one side and a coverage map is on the reverse side. Rates are the same all hours, Sun.-Sat., with the one-time, one-hour rate listed at $230. Additional feature of the card is an "Interim Agreement," which is used primarily as a firm reservation of station time. An advertiser or his representative is assured by the agreement that his proposed schedule is mutually agreed upon and the salesman is backed up with a signed agreement until such time as the formal contract is signed, according to the station. The "Interim Agreement" was conceived by V. N. Springgate, KXOK director of sales.

Miller Succeeds Hughes

DON MILLER, CBS Radio Spot Sales account executive, has been appointed director of special presentations in the sales promotion department of the sales organization. Mr. Miller, who will report to Sherril Taylor, sales promotion manager, succeeds Allan Hughes, now manager of sales development for the CBS Radio Spot Sales Central Division. Mr. Miller was sales manager of WCBS New York before joining CBS Radio Spot Sales in 1952.

Neuwirth to Katz Agency

H. D. NEUWIRTH, account executive with H-R Representatives since 1953, has been appointed to the New York radio sales staff of the Katz Agency Inc., national advertising representatives, effective today (Monday). Prior to serving with H-R Representatives, Mr. Neuwirth was for three years with the Worth Assoc., radio station representatives, as vice president in charge of sales.

THIS FIREWORKS display was set off last Monday evening as part of the week-long celebration marking Westinghouse Broadcasting Co.'s acquisition of WDTV (TV) Pittsburgh and the change of call letters to KDKA-TV. The new call was officially adopted at noon that Monday [B•T, Jan. 31]. Some of the highlights of KDKA-TV Week, proclaimed by Mayor David L. Lawrence, included the appearances of top Westinghouse executives at the celebration; the releasing of 25,000 balloons over the city, some with $2 bills (for ch. 2); the fireworks display; the address before the Pittsburgh Ad Club last Tuesday by Chris J. Witting, WBC president, and a special Westinghouse Electric Corp. exhibit.

REPRESENTATIVE APPOINTMENTS

WAKE-AM-FM Greenville, S. C., appoints Walker Representation Co., N. Y.

WFRV-TV Green Bay, Wis. (target date April), appoints Headley-Reed Tv, N. Y.

REPRESENTATIVE PEOPLE

Don Staley, S. F. office, appointed West Coast operations manager, Weed Television Corp. and Weed & Co., Hollywood, succeeding **Lincolen P. Simonds,** deceased.

Herbert F. Saxton to Benton Paschall Co., Hollywood, as sales manager.

STATION PEOPLE

John Kelly, program director, KRBC-TV Abilene, Tex., appointed station manager; **Steve Cowan,** sales staff, appointed program director; **Larry Fitzgerald,** announcer, appointed production director.

MR. WANNAMAKER

Allen Wannamaker, general manager, WBIG Greensboro, N. C., additionally elected vice president and board of directors member.

James E. McCarthy, dean, College of Commerce, U. of Notre Dame, Notre Dame, Ind., elected vice president and educational director, Gerity Broadcasting Co. (WABJ Adrian, Mich.) and subsidiary North Eastern Michigan Corp. (WNEM-TV Bay City, Mich.).

Gerald Harris, sales dept., WCTC New Brunswich, N. J., appointed sales manager, succeeding **Kenneth Leslie,** who moves to WORC Worcester, Mass., as station manager; **Anthony Marano,** WCTC news and sports director, adds duties as assistant station manager, also succeeding Mr. Leslie.

Tom Dawson, WBBM-TV Chicago, appointed promotion manager.

MR. HILL

John E. Hill, consultant and acting program manager of KTRK-TV Houston on leave of absence from KDKA Pittsburgh, appointed KTRK-TV program manager.

William H. Vogt, WDAS Philadelphia, appointed local sales manager.

Stephen Strassberg, account executive, Art Franklin Inc. (public relations), N. Y., to ABC as publicity director for WABC-AM-TV New York; **Harriet Feinberg,** assistant promotion manager, ABC Film Syndication Inc., N. Y., appointed WABC-AM-TV advertising and promotion director.

Neil Arveschoug, chief engineer, KMVI Wailuku, Maui, Hawaii, to KGHF Pueblo, Colo, in same capacity; **Harry McFarland,** engineer,

The Tv Switch

PUERTO RICO claims at least one record in television. Jose Ramon Quinones, president of WAPA-TV San Juan, reports that there are 45,190 telephones on the entire island. There are 56,681 tv receivers, aside from those imported by the Army and the Navy. And tv on the island is only eight months old.

KKTV (TV) Colorado Springs, Colo., to KGHF as announcer-engineer.

Francis A. Ciccoricco, formerly with synchrocyclotron lab staff, U. of Rochester, to WKRT-AM-FM Cortland, N. Y., as chief engineer.

Charles R. DeJanovich appointed engineer in charge of tv operations, WBKB (TV) Chicago, succeeding **Charles Buzzard,** who becomes assistant chief engineer.

Bert Lambert, assistant sales director, WNEW New York, resigned effective Jan. 31 with future plans to be announced shortly.

MR. LAMBERT

Jim Adams, WSTV Steubenville, Ohio, promoted to chief announcer. **Fred Peterson,** formerly with WAND Canton, Ohio, to WSTV announcing staff.

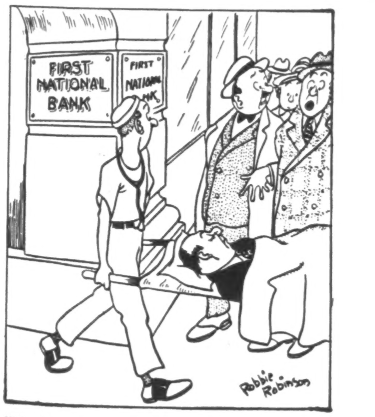
Glenn Lackey, teacher, Pickerington (Ohio) High School, adds duties as farm editor, WTVN Columbus, Ohio.

Elizabeth McCarthy, formerly with WGST Atlanta, Ga., to WSB there as sales representative.

Robert Beel, sales dept., KOAT-TV Albuquerque, to KOB-TV there as account executive; **Robert W. Duncan,** KOAT sales dept., to KOB as account executive; **George Mahoney,** formerly with WSJS Winston-Salem, N. C., and **John Boothby,** formerly with WFTL-TV Fort Lauderdale, Fla., to KOB production staff; **Eugenio de la Pena** to KOB conducting Spanish series; **Bob Martin,** formerly with KOAT-TV, to KOB-TV as personality.

Charles Hartman, formerly with WCAU Philadelphia, to engineering staff, WFLA-TV Tampa, Fla.; **William Miller,** formerly with WVEC-TV Hampton, Va., to WFLA-TV sales staff; **Robin Bright,** announcer, WISH-TV Indianapolis, to WFLA-TV in same capacity; **Ruth Bender** to station as secretary to general manager; **Eleanor Andrews,** to WFLA-AM-TV as assistant bookkeeper; **Evelyn Peterson,** former WFLA vocalist, to WFLA-TV as secretary to sales manager.

Robert Edouart to engineering staff, KGMB-TV Honolulu.



"Nothing very serious—just another overworked KRIZ Phoenix advertiser."

Patrick O'Riley, radio-tv personality, CBS Chicago, assigned to commercial duties, WBBM-TV Chicago's *Gene Autry Time.*

Hamilton Swain to WBML Macon, Ga., as disc m.c.

Roy Morris, disc, m.c., WAPO Chattanooga, Tenn., to WSRS Cleveland in same capacity.

Heck Harper, personality, KPTV (TV) Portland, Ore., and KGW Portland, adds duties as disc m.c., KVAN Vancouver, Wash.

Hal Murray, former disc m.c., WEEK Peoria, Ill., to WOKY Milwaukee conducting *Murray-Go-Round.*

Jack Sheridan, formerly with KXEL Waterloo, Iowa, to WIRE Indianapolis as announcer.

Lynn Taylor, KOVR (TV) Stockton, Calif., to KFSD-TV San Diego as hostess, *Pantry Playhouse.*

Ron Richards, former chief announcer, KGVO Missoula, Mont., to KGVO-TV as announcer-writer; **Evelyn Davis** to KGVO-TV as receptionist-typist.

Henry Charnell, graduate, Northwest Radio & Television School, Portand, Ore., to KSYC Yreka, Calif., as announcer-engineer.

Bob Rogers, graduate, Northwest Radio & Television School, Portland, Ore., to KCOV Corvallis, Ore., as announcer-salesman.

Norma Corten to sales promotion staff, WMBR-TV Jacksonville, Fla.; **Barbara Acree** named copywriter.

Jack Lynch, formerly with *Seattle Post-Intelligencer,* to publicity and promotion dept., KING-AM-FM-TV Seattle.

Peter D. Schachte to copy dept., WICC Bridgeport, Conn.

Marcia Mary Morgan, Bennington College (Vt.) student, spending non-resident term at WSYR-TV Syracuse, N. Y.

John M. Rivers, president, WCSC Inc. (WCSC-AM-FM-TV Charleston, S. C.), appointed state chairman, Crusade for Freedom.

A. Boyd Siegel, chairman of board and managing director, WJPA-AM-FM Washington, Pa., elected vice president, Washington Chamber of Commerce.

Stoddard Johnston, president, Channel Two Inc., applicant for ch. 2 at San Francisco-Oakland, Calif., named "Outstanding Young Man of 1954" by Oakland Junior Chamber of Commerce.

K. C. Wong, treasurer, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu, KHBC Hilo), father of boy Jan. 21.

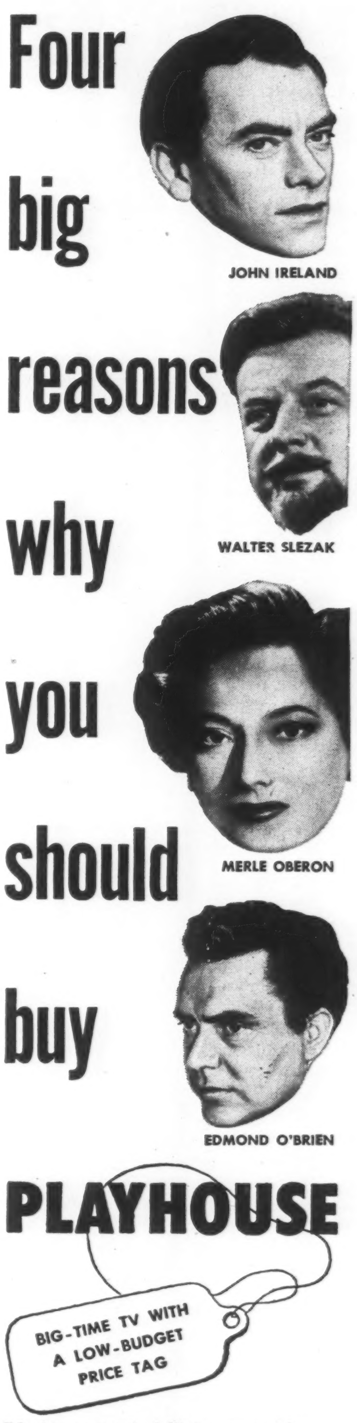
Rev. William Doris O'Leary, S.J., 59, faculty director, WWL New Orleans, and regent, WWL operator Loyola U., same city, died Feb. 1.

REV. O'LEARY

Thomas F. O'Leary, sales staff, WXYZ-TV Detroit, died Jan. 21.

William F. Coleman, chief transmitter supervisor, WTIC Hartford, Conn., died Jan. 17.

Francis P. Daley, account executive, former WLEU Broadcasting Corp., Erie, Pa., died Jan. 17.



Four big reasons why you should buy

PLAYHOUSE

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

GOLDENSON SEES HOLDOUTS JOINING TV

AB-PT head, discussing tv and his own network's plans, reports that MGM and Warner Bros. will set up television units within the next six months.

FILMS for television will be in production by every major studio in Hollywood within the next two years, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. During a visit to the West Coast last week, he said that Metro-Goldwyn-Mayer and Warner Bros., long holdouts in video film production, will set up such subsidiaries within six months. KTLA (TV) Hollywood, licensed to Paramount Television Productions Inc., is reported to be considering tv film production for its new Sunset Blvd. studios, he declared.

Augmenting the interest generated by tv itself is the fact that tv will benefit the studios' theatrical product by supplying a source of new talent and doing away with the necessity of "B" features as a training ground, Mr. Goldenson stated. "Not only players but writers, directors and producers, who can be apprenticed to tv filming and create their own demand for recognition," he said.

While the potential of tv as a means of theatrical film exploitation has not been fully realized, Mr. Goldenson cited the promotion of "20,000 Leagues Under the Sea" on ABC-TV *Disneyland* as an example that "pre-selling the public on a picture to intrigue its interest can be turned to tremendous capital if done right."

Subscription Tv Hurdles

Subscription tv, according to Mr. Goldenson, has to clear insurmountable obstacles, such as the cost factor. "Pictures would have to be made expressly for cable transmission, because home and theatre audiences are two different types. Distractions at home sets are disruptive to continuity. In theatres there are no such diversions of interest. The cost of putting such a project into operation is even staggering to the imagination" and, he added, "I don't think it will work."

In discussing *Disneyland*, the series, and "Disneyland," the park, described as the "pet of the moment," Mr. Goldenson confirmed the upcoming five times weekly hour-long *Mickey Mouse Theatre*, to emanate from the amusement center. Series is aimed at the 3 to 13 age group, which controls the set 5-6 p.m., he said. The program is expected to be sold out before the program starts this fall, the AB-PT president declared.

Again looking into the future, Mr. Goldenson predicted a new strength for radio. "It's the old story of guts and leadership, and, like any other medium, it has its own vitality to stay actively competitive. Water seeks its own level and there'll always be audience for radio."

In discussing ABC's operation, Mr. Goldenson disclosed that "by next quarter we will be in the black."

KTVK (TV) Phoenix, Ariz., on March 1 will become affiliated with ABC, at which time it will begin commercial programming. Ralph A. Watkins (seated), KTVK general manager, signs the affiliation agreement. With him is Sean Dillon, KTVK operations and program manager. KTVK will operate with 100 kw on ch. 3.

COLOR COMMERCIAL COST CUT BY 25% AT NBC-TV

Barry Wood, executive producer in charge of color tv, says the network since the inception of the 'spectaculars' has found ways of saving costs, thus not 'scaring off' potential sponsors.

WHEN the NBC-TV color "spectaculars" and accompanying resplendent commercials were launched last fall, one wag's quip cut to the heart of the matter:

"The commercials are becoming so big we should be able to find sponsors for the sponsors."

Though NBC-TV appreciated this incisive witticism, it realized that ways had to be found to reduce the cost of color commercials or potential advertisers might be "scared off." It dumped the problem into the lap of the NBC Color Corps, which virtually had "lived" with color since its inception.

Five months after the first color commercial, Barry Wood, NBC executive producer in charge of color television and director of special events, told B•T last week: "We have reduced the costs of color commercials anywhere from 25 to 50%."

The saga of "Cutting Costs in Color Commercials," according to Mr. Wood, is essentially one of closer cooperation between the sponsor's agency and the network, extensive pre-planning and utilization of "know-how" acquired during the preliminary year of color tv.

Mr. Wood decided as a first step to appoint two members of the Color Corps as color production supervisors for all NBC-TV commercials. It has been their task to work closely with the agencies' producers and point out methods of reducing costs.

Another move was to set up a production procedure to be used as a blueprint prior to actual on-the-show production. It calls for a production meeting to be held two weeks prior to show date, with copies of all commercials in the hands of the production supervisor at least a day before the meeting. This is followed by a cost control meeting at which a schedule is determined through which the commercials can be presented with a minimum of studio usage, and personnel and staging discussed with an eye to costs.

Mr. Wood and his colleagues point out that the higher costs of color commercials can be attributed, other than color itself, to: the large casts and the numerous sets; the more complex lighting problem, and the necessity for "shooting" the commercials from a different location than the show.

The pre-planning of commercials by supervisory personnel has led to the reducing of rehearsal time by three to four hours; pre-recording of sound in an am studio, which is cheaper, and the use of fewer pieces of equipment.

Though "know-how" has been applied generally to help reduce costs, it has come directly into play in cutting the number of staff members required in producing a color commercial. Mr. Wood explained that originally three or four persons became involved with the details of a certain set, but currently these details are left to one designer.

Another area in which "know-how" has exerted its influence is in the technical end. One outstanding example, Mr. Wood said, is the development of the White Clipper, an electronic device that has reduced considerably the retouching of products and the spraying down of highly reflective surfaces.

For the foreseeable future, Mr. Wood envisions a progressive reduction in color commercial costs as experience accumulates and the staples of the business, like scenery and accessories, begin to stockpile.

WOKY-TV Switch Delayed

EFFECTIVE date when WOKY-TV Milwaukee, newly-purchased by CBS-TV, will carry that network's programs has been postponed from Feb. 20 to Feb. 27, it was reported last week. At the same time it was expected that the ch. 19 uhf station, which is slated to change its call letters to WXIX (TV), will be represented by CBS Tv Spot Sales. CBS programs currently are carried by WCAN-TV, whose facilities the network bought for an estimated $500,000. Alex Rosenman, which represents WCAN-TV, has notified advertising agencies of the week's delay in affiliation and program coverage and scheduling of CBS shows, noting it will cease to represent the station after Feb. 26.

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter-Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats Indie Station A Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats All Other Stations Combined Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
· · Ask Meeker · · ·
WQAN
*November 1954
SCRANTON, PA.

Radio Will Prosper More in '55—Karol

BOTH network and local radio are headed for a more prosperous year in 1955 than in 1954.

This evaluation was offered by John Karol, CBS Radio vice president in charge of network sales, in a speech prepared for delivery today (Monday) before the Hollywood Ad Club. Mr. Karol based his optimistic outlook on such factors as a larger population and expanding economy with income more evenly distributed among larger numbers of people; increasing use of radios in locations other than the living room, and changes in nighttime radio programming designed to facilitate listening and add advertiser impact.

Mr. Karol stressed the point that radio offers "basic bigness," which is required to match a growing America. He claimed that no other medium compares with network radio, which reaches 98% of all American homes and 111 million working sets. Network radio, he continued, is geared to reach a growing America with a growing middle class because it makes possible frequency at low cost.

Another phenomenon cited by Mr. Karol as contributing to the resurgence of radio in 1955 is the change in listening habits. He pointed out that in 1948 radio was primarily a living room form of entertainment and news, but since that time has moved largely to other locations. He said there are still 25 million sets in living rooms, but radios are "in great abundance" in other places—the kitchen, 16 million; bedrooms, 21 million; dining rooms, more than 4 million.

"Beyond all this, Mr. Karol explained, "just one facet of radio makes it the largest outdoor advertising medium in the world; there are more than 26 million radios in working order in automobiles."

Mr. Karol indicated that radio continues to be "shortchanged by existing inadequate measurements." He asserted that if *all* the listening to radio could be "truly measured," the job of selling radio would be "a breeze."

The third major consideration noted by Mr. Karol as assisting in radio's prosperity this year is the change in nighttime programming structure and the methods of buying nighttime radio. He reported that CBS has developed Monday through Friday evening strip programs, which, he contended, are easier to listen to as they are on at a fixed time at a fixed place on the dial, and give advertisers the same combination of frequency, audience accumulation and low-cost per thousand as in the daytime.

Borroff and Thompson Slated to Join NBC Sales

ADDITION of Edwin R. Borroff, veteran broadcaster, and William L. Thompson, MBS Chicago account executive, to NBC Central Division's radio network sales staff were revealed last Thursday. Announcement of their appointments is expected by NBC this week.

They fill the vacancies created by the departure of R. L. (Bud) Swats to Detroit as manager of NBC Radio network sales there last month [B•T, Jan. 10] and the recent resignation of William Yonan to enter the manufacturers' representative field.

Mr. Borroff, who assumed his duties last week, was formerly with the Blue Network in sales, program and other capacities, and vice president of ABC Central Division until he left in 1948 to become a partner in Taylor-Borroff, station representative firm. He later was general sales manager for Westinghouse Radio Inc. and more recently has been associated with Broadcast Advertisers Report, air check monitoring service for advertisers and stations.

Mr. Thompson has been a member of Mutual's midwest operations sales staff for nearly four years. Previously he was Chicago bureau manager for Broadcasting • Telecasting from December 1947 to April 1951.

REVERSAL PROCESSING

FOR TV

Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB

Box 4425 Washington 17, D. C.

CBS-TV Names Eliasberg

APPOINTMENT of Jay Eliasberg as research projects supervisor for CBS Television was announced last week by Oscar Katz, director of research. Mr. Eliasberg, who was with CBS research for two years until 1949, returns to the network after holding positions as director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, and director of research for ABC Radio.

MR. ELIASBERG

He is a member of the radio-television ratings review committee of the Advertising Research Foundation. In the newly-created post at CBS-TV, Mr. Eliasberg will be responsible for over-all coordination and supervision of major surveys and analyses.

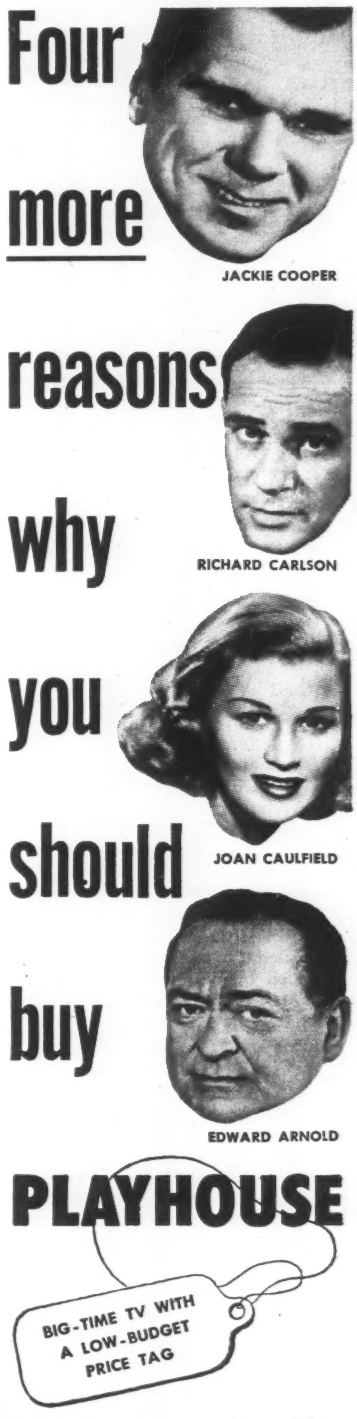
CBS-TV Reassigns Three

SHIFTS in CBS-TV production assignments for Bretaigne Windust, Martin Manulis, and Felix Jackson were announced last week by Hubbell Robinson Jr., vice president in charge of network programs for CBS-TV. Their new assignments take effect immediately.

Mr. Windust, who has been producing the hour-long dramatic series, *Climax* (Thurs., 8:30-9:30 p.m. EST), will assume responsibility for a new CBS-TV series titled *The Townspeople*, which will be launched in the fall. Mr. Manulis, the producer of *Best of Broadway* (fourth Wed., 10-11 p.m. EST), will produce *Climax* from Television City in Hollywood. Mr. Jackson, who produces *Studio One* (Mon., 10-11 p.m., EST), will take on the additional assignment of producing the once-monthly color program, *Best of Broadway*.

Red Barber Resigns

RED BARBER, CBS counselor on sports, last week said that he will resign from the network, effective March 1, but will continue to be active as a radio and tv sports commentator. Mr. Barber has a television contract with the New York Yankees, and he said he will conduct a tv program before and after each game at Yankee Stadium over WPIX (TV) New York, as he did last season. He joined CBS as director of sports in 1946 and was appointed counselor on sports in 1951.



Four more reasons why you should buy

JACKIE COOPER

RICHARD CARLSON

JOAN CAULFIELD

EDWARD ARNOLD

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series . . . 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" . . . "first class"!

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

AFFILIATION agreement making KRCG (TV) Jefferson City, Mo., a primary interconnected CBS-TV affiliate is agreed to by (l to r) Ed Shurick, CBS-TV national director of station relations; Ed Scovill, midwest manager of CBS-TV station relations, and Betty Handy, general manager of the ch. 13 station, which expects to begin regular programming Feb. 13.

WTVT (TV), KRCG-TV Affiliate With CBS-TV

ADDITION of WTVT (TV) Tampa and KRCG-TV Jefferson City, Mo., as affiliates of CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WTVT (ch. 13), which joins CBS-TV on April 1 as a basic, inter-connected affiliate, is owned and operated by the Tampa Television Co. Walter Tison is vice president and general manager.

KRCG (TV) (ch. 13) has become a primary, interconnected affiliate. The station is owned and operated by the Jefferson Television Co., of which Mrs. Betty Handy is general manager.

KLOR (TV) Interconnected

KLOR (TV) Portland, Ore. (ch. 12), is scheduled to be linked to AT&T's nationwide intercity relay facilities March 1, telephone company authorities said last week. They said that of some 419 tv stations operating in 275 cities, about 358 stations in 233 cities are interconnected. They also reported that KHQ-TV Spokane had been equipped to handle network colorcasts as of Jan. 30.

KBIZ Joins ABC Radio

KBIZ Ottumwa, Iowa, has joined ABC Radio as an affiliate, it was announced last week by Charles W. Godwin, director of station relations of ABC Radio. The station, which operates on 1240 kc and 250 w, is owned and operated by KBIZ Inc., of which James J. Conroy is general manager.

NETWORK PEOPLE

Harold A. Dorschug, chief engineer, WEEI Boston, to CBS-TV as engineer in charge of studio operations.

John P. Tallcott, account executive, MBS, to NBC Radio in same capacity.

Addison Amor, program sales director, ABC Radio, appointed account executive.

Don Harding, Edward Petry & Co., Chicago, to CBS Radio network sales, same city, as salesman effective Feb. 14.

Charles Kiser appointed technical director of ABC Radio and ABC-TV *Breakfast Club.*

Benjamin A. Franklin, reporter, *Washington* (D. C.) *Star,* to news staff, ABC Washington, as assistant on *Edward P. Morgan and the News.*

Leo Solomon, writer, NBC-TV *Jack Carson Show,* resigns to write format for new *Alan Young* program.

Sylvester L. Weaver Jr., president, NBC, addressed Detroit Economics Club at luncheon Jan. 31 on "What's Ahead in Color Television for the Public and the Advertiser."

Max E. Buck, advertising, promotion and merchandising director, NBC o&o stations, will speak on "Don't Crush the Cream Cheese" before Operations Inc. (food group) Feb. 14 at Hotel Hilton, Chicago.

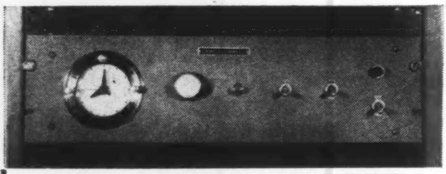
Jack Webb, star of NBC Radio and NBC-TV *Dragnet,* to emcee "Nominations of the Academy of Motion Picture Arts and Sciences" on NBC-TV, Feb. 12.

Dorothy Melick, CBS-TV color consultant, and **George Cleveland,** "Gramps" in CBS-TV *Lassie* film series, are to be married March 12.

Dick Van Patten, "Nels Hansen," CBS-TV *Mama,* father of boy, Richard Nels, Jan. 15.

Milton Besch, retired newscaster, ABC and NBC, died Jan. 24.

Frank Galen, 44, writer-producer, CBS-TV *Meet Millie,* died Jan. 23.



CONELRAD ALARM

Complete—Ready to use—

CONELRAD ELECTRONIC ALARM SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, bull's eye pilot light glows, and alarm sounds if desired when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. from ordinary receiver.

Muting relay and additional control relay contacts provided.

Can be used also as carrier interruption indicator for remote control operation.

All parts, including clock, mounted and wired to panel, ready to insert in your cabinet or place on shelf, with cord and plug attached, all ready to plug in to go. F.O.B. Ware $75.00

Other items available from Ware Electronics:

Remote Control Unit (Custom Built—For Directionals, too)
Automatic Transmitter Restart
Radio Frequency Amplifier for Modulation and Frequency Monitors
Audautrol (Automatic Audio Gain Control and Limiter)

Write for further particulars

WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

D. W. HOWE, JR.,—ENGINEER

NABET May Walk Out Against CBC Feb. 16

RADIO and television technicians of CBC will go on strike Feb. 16 if current wage negotiations fail. Last Thursday members of the National Assn. of Broadcast Employes & Technicians voted 83.5% in favor of a walkout.

The NABET members are asking wage increases of about 30%. Negotiations have been going on since last May. Earlier in the week a labor conciliation board had reported against the wage increase.

About 770 CBC technicians at 22 radio and seven tv stations would be affected. CBC General Manager Al Ouimet said the national system is making plans to continue operations in case a strike occurs.

Permanent London-Continent Two-Way Tv Relay Planned

SIR GEORGE BARNES, director of BBC Television, announced in London that a permanent two-way television link between London and the Continent is being planned and will be partially completed before the end of this year.

In the initial step the temporary equipment now used between London and St. Margaret's Bay for the occasional Eurovision hookups will be replaced by a coaxial cable.

Next step, which will not come before 1956, will include construction of a two-way relay line across the English Channel. Link will be jointly operated by the French Television Service and the BBC. As construction of this link will take about three years to completion a temporary coaxial cable from St. Margaret's Bay to Swingate, near Dover, and a two-way cross-channel relay system between Swingate and Cassel, Northern France, jointly operated by Britain and France, is being contemplated.

Government Ups CBC Subsidy

CANADIAN BROADCASTING Corp. will receive more money from the Canadian government in the forthcoming fiscal year (starting April 1) than in the current fiscal year. The estimates for government expenditures, tabulated in the Canadian Parliament on Jan. 28, showed CBC to receive $26,057,000 in the 1955-56 fiscal year, compared with $23,714,000 in the 1954-55 fiscal year.

Biggest Year in Set Sales

MORE than half of the total number of television sets in Canada were sold in 1954, according to sales figures of the Radio-Television Manufacturers Assn. of Canada. The 1954 total shows 619,428 sets sold, compared with 365,400 in 1953, 146,373 sets in 1952 and 78,438 in the 1949-51 period. Value of 1954 set sales was $214,951,315.

INTERNATIONAL PEOPLE

J. J. McGill, vice president, Tuckett Ltd. (tobacco), Hamilton, Ont., appointed director, Bureau of Broadcast Measurement, Toronto.

Mrs. M. C. McQuarrie to CJCB-TV Sydney as commercial manager; **R. J. Norton** to station as chief engineer; **Ted Bowles** to station as assistant engineer.

F. R. Thibodeau appointed to sales office, Canadian Assn. of Radio & Television Assn., Toronto, in charge of research, statistics and sales for French-language station members.

NABET, NBC REACH TENTATIVE ACCORD

TENTATIVE agreement has been reached between the National Assn. of Broadcast Employes & Technicians' national negotiating committee and NBC on a proposed three-year contract.

The NBC package, covering the engineers, includes a general wage increase of 8% for the first 18 months to be followed by a 2% raise at the end of that time. It is also believed the NABET negotiating committee has relinquished the film jurisdiction, after NBC's flat rejection of that clause, but retained the stop-and-go kine, slave camera and video tape rights.

This new contract was scheduled to be presented to NABET membership by this past weekend for approval or rejection. A strike, which has been authorized, may result if NABET membership votes against the proposed agreement.

While negotiations continue with ABC [B•T, Jan. 31], that network is expected to comply with the NBC package with the exception of a pension plan provision.

Doherty Stresses Caution In Making Labor Contracts

A CAUTIOUS and wide-awake attitude in negotiating labor contracts was advocated by broadcast-labor expert and consultant Richard P. Doherty before a meeting of the American Management Assn.'s Executives Conference in Los Angeles.

Mr. Doherty also warned the group that there is a vast difference between practical labor negotiations and trying to learn about such practices from books and speeches. He said that management, whether broadcaster or not, should not neglect employes while a new contract is being drawn up.

Strike Ends at KEAR As Unions Sign New Pacts

THE 120-DAY strike by two unions against KEAR San Francisco-San Mateo, good-music station, came to an end Wednesday when contracts were signed by management with representatives of National Assn. of Broadcast Engineers & Technicians and American Federation of Television & Radio Artists.

The strike, the longest in the history of northern California broadcasting, started Oct. 5, when two announcers and four engineers walked off their jobs to back demands for increased wages and better working conditions. S. A. Cisler, president of the station, had charged sabotage in the strike and union officials countercharged unfair practices. The matter is now in the hands of FCC examiners.

The agreements contain standard contract provisions in force at other Bay Area stations. According to the union, employes will be paid a starting wage of $110 a week, increasing to $125 per week after one year. Clauses covering employment of free-lance performers and use of recordings and transcriptions were also included in the two union contracts. Under terms of the contracts which run until February 1, 1956, employment of four engineers and three announcers is guaranteed by management.

The union agreed to work with management to solidify support for the continued good-music policy of the station. Mr. Cisler, however, told B•T that if revenue from this type of programming did not improve, he would, within a reasonable time, revert to general programming as practiced by other Bay Area independents.

AFM to Film Activities

AMERICAN Federation of Musicians' executive board has voted to authorize the production of a 30-minute film about music and the union in which AFM President James C. Petrillo will appear. The film, according to a union spokesman, is expected to be made available for showings on television and in theatres and other auditoriums.

The board has directed Mr. Petrillo's executive staff to draft a report on the steps to be taken, including preparation of a script and the hiring of technical help. Production on the film is expected to begin in the spring or summer.

SAG, Filmakers Inc. Settle

DIFFERENCES over the release to tv of the 1950 theatrical film "The Young Lovers" have been resolved by Screen Actors Guild and Filmakers Inc., according to a joint statement. SAG has withdrawn its previously-served 60-day notice of contract cancellation. Filmakers, in payment for the actors' tv rights in the film for a seven-year period, has agreed to pay the cast 15% of the actors' total original salaries. Half of the amount due the actors is to be paid not later than April 1 and the balance not later than Sept. 1. Contract cancellation notice was served on the production firm, headed by Ida Lupino and Collier Young, several weeks ago when it failed to make additional payments to actors in the film.

Indiana U. Radio-Tv Classes To Hear Industry Executives

INDIANA U.'s (Bloomington) department of radio and television has scheduled a three-month series of classroom lectures by 10 Indiana and Kentucky broadcasting executives, the university has reported.

The speakers and lecture dates are: Feb. 11, Arnold Haun, technical director, WJCD Seymour, Ind.; Feb. 18, Don E. Petit, chief engineer, WTHI-TV Terre Haute, Ind.; Feb. 25, William Shepler, public relations director, WFBM-AM-TV Indianapolis; March 4, Charles L. Harris, general manager, WGRC Louisville; March 11, Allen Jeffries, night news director, WIRE Indianapolis; March 18, Dorcas Ruthenburg, WHAS Louisville; March 25, J. P. Weber, musical director, WIRE; April 1, Robert Petranoff, program director, WTTV (TV) Bloomington, Ind.; April 29, William Fall, program director, WFBM-TV, and May 6, Joseph M. Higgins, general manager, WTHI-AM-TV.

Hennock Speaks in K. C.

HISTORY of the "public interest" concept in American broadcasting was reviewed by FCC Comr. Frieda B. Hennock last Monday before the television workshop of the U. of Kansas City and Junior League of Kansas City. She recited court decisions and other precedents giving FCC authority to consider overall programming of stations when ruling on their public service record. Miss Hennock defended educational tv channel reservations without time limit, citing the 1,400 commercial channels also unused at present.

EDUCATION PEOPLE

Leon Levine, formerly radio-tv consultant and producer, appointed director of radio-tv activities, Columbia U.

Margaret Bernard, formerly in promotion dept., KING-TV Seattle, to tv staff, Seattle Public Schools.

PROGRAM FOR PATRIOTS . . .

salute the coming holidays with the stirring patriotic music from the SESAC repertory

. . . . . the repertory that brings you

"the best music in America"

America on Guard
American Defender
Call to Victory
Champions of Liberty
Democracy in Action
Emblem of Victory
Father of Victory
Hail to America

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NEW RCA ELECTRONIC DEVICES UNVEILED BY GEN. SARNOFF AT AIEE CONVENTION

Noiseless cooling system and 'Electronic Music Synthesizer' described by RCA's board chairman. Tv tape recorder and light amplification system also discussed.

RCA'S NEWEST electronic developments were unveiled Monday by Brig. Gen. David Sarnoff, RCA board chairman and speaker at the opening session of the week-long annual winter meeting of the American Institute of Electrical Engineers.

GEN. SARNOFF

Speaking at the Hotel Statler in New York, Gen. Sarnoff described RCA's development of a new cooling system, a light amplifier and its magnetic tape recorder and disclosed for the first time, RCA's "Electronic Music Synthesizer."

Three of the developments were "anniversary presents" which, in Sept. 1951, Gen. Sarnoff had asked his research men at the David Sarnoff Research Center in Princeton, N. J., to produce by Sept. 1956, the date when the General marks 50 years of service in radio. True to science's ability to outstrip predictions the gifts are ahead of schedule. The "Electronic Music Synthesizer" was a bonus.

The devices were being announced, although in their experimental stages and not yet ready for commercial application, to stimulate competition and help the electronics industry to grow and prosper, Gen. Sarnoff said. It was not as important for RCA to be first as it was to create new products or services, he said.

Gen. Sarnoff, who is an AIEE fellow, revealed that RCA has installed the tv magnetic tape recorder for field testing at NBC studios in New York.

The recorder already has been demonstrated in both color and black-and-white at RCA's Princeton Labs. The NBC field testing, Gen. Sarnoff said, "will help us to determine the commercial design of the apparatus best suited to meet the needs of television broadcasting."

The tape recorder, Gen. Sarnoff said, also will provide useful services in the motion picture and theatre industry, in home entertainment and education, and industry in general. It will permit an "unlimited" number of copies of tape recordings to be made quickly and economically with tapes preserved indefinitely or electronically "wiped off" and reused, Gen. Sarnoff explained.

Gen. Sarnoff said tv tape recorders for home use are certain to be developed in the future, enabling the set owner to set up a library of favorite tv programs which could be seen at any time.

Gen. Sarnoff dwelt mostly on the music synthesizer which, in effect, applies a scientific development to music.

As described by Dr. Harry F. Olson, director of RCA's acoustical and electro-mechanical research laboratory, who directed research and development of the new invention, the synthesizer:

". . . is an electronic system capable of generating any tone produced by the human voice or any musical instrument, as well as any musical tone which is beyond the capabilities of a voice or conventional instrument.

"The 'RCA Electronic Music Synthesizer' is a means for producing electronically, an infinity of new musical complexes employing the sound of human voices and conventional instruments, or tones that may never before have been heard, either in solo performance or blended in any desired orchestral arrangement. The synthesizer system permits us to perform electronically the translation of the composer's score into sound and to create any sounds that may have musical significance."

Gen. Sarnoff said the "new system of making music" should encourage musical composers, offer new opportunities for production of phonograph records and boost the rejuvenation of old recordings into new records free from distortion and noise. A motion picture of the invention was shown and a magnetic tape recording of synthesized music was played for the audience.

The electronic cooling system, without moving parts, motors or compressors—and noiseless—has been progressing in the laboratory, Gen. Sarnoff said. He showed the audience a film of a small, electronic refrigerator to illustrate the progress.

Coming: Mural Tv

Of the electronic light amplifier, Gen. Sarnoff said that he already has seen an experimental model that gives light amplification in ratios of more than 20 to 1. When it reaches 100 to 1, the general said, a practical light amplifier will be on hand. Among its future uses, is tv picture reproduction and it is considered as one of the steps toward eventual "mural television" (wall screen tv).

A tv highlight of the meeting, which drew more than 5,000 persons, was a paper which described details of a proposed transatlantic telephone cable that is 2,000 nautical miles long. It will be set up between Newfoundland and Scotland.

According to the four internationally known engineers who prepared the paper, the cable may be a tip-off to the future of international tv. As expressed by the authors of the report—M. J. Kelly, G. W. Gilman, both of Bell Telephone Labs; Sir W. Gordon Radley, R. J. Halsey, both with United Kingdom's post office—"a transatlantic submarine television cable is a long-range goal worthy of serious study and by no means to be dismissed as impractical of eventual attainment."

Barring unexpected delays, the cable will be completed in 1956.

Other papers before AIEE [B•T, Jan. 31]

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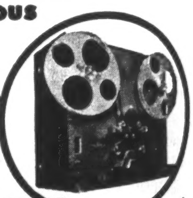

included a discussion of allocation principles by Curtis B. Plummer, chief of FCC's Broadcast Bureau. Pointing out how different allocation techniques are used to best advantage in the nonbroadcast, am and tv fields, he explained how the assignment table in tv permits a spread of some service to all the U. S. while still reserving some assignments for local communities.

The allocation table technique also is economical to administer, he said, since there is no serious problem of individual computations for each tv application. "Such applications must be examined only for compliance with the boundaries established in the rules, such as power, height, coverage of the city to be served and separation from other stations. The other methods require detailed and laborious calculations of interference, resulting in long and drawn-out hearings when stations complain of interference," he noted.

THIS IS RCA's "Electron Music Synthesizer," new instrument which synthesizes familiar sounds and, according to Dr. Harry F. Olson, seen operating the keyboard of the machine at RCA's labs in Princeton, N. J., creates an unlimited range of tone variations. It reportedly has "a capacity for originating endless varieties of rhythms."

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DUMONT TAPS INTEREST IN LIVE-FILM SYSTEM

Details of plans are not revealed, but the head of DuMont Tv Network and Labs hints at new technique combining electronic and motion picture principles.

RENEWED INTEREST in DuMont Television Network's combined live-film system, which it has on tap but not yet revealed in full [B•T, Jan. 3], was sparked last week by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, parent company of the network.

Dr. DuMont spoke Wednesday at the annual banquet of the Los Angeles Chamber of Commerce at the Biltmore Hotel in Los Angeles.

Although he did not reveal details, Dr. DuMont indirectly referred to DTN's plans, telling his audience, "The motion picture and our own television industry should be hearing more of this wedding of electronic and motion picture techniques in the near future."

Dr. DuMont, whose network has been courting such an idea for sometime, took a look ahead, noting: ". . . television networks will be able to present a live show let us say from New York or Los Angeles, and at the same time a true quality film version of the show is made simultaneously. These would be actual top quality films—not teletranscriptions for kinescopes. Through the use of film in this manner the differences in time zones between various parts of the United States would be bridged."

Dr. DuMont, emphasizing that "a technically perfected combination televison and motion picture camera has vast implications" for the television industry as well as for the movie industry, said, "We are vigorously pursuing this problem in our own DuMont Labs, and we believe we have the problem licked. When we complete our work, it will be possible for motion picture companies to operate with the technical efficiency of television studios—reducing picture costs by a fantastic amount."

Other troubles the "combination camera," as he termed it, will solve, according to Dr. DuMont, are "serious registration and equipment problems today in the live televising of color shows. That problem [registration] is quickly licked when a motion picture camera works with the television camera. Color film is used, and the full color show is recorded on film for subsequent showing."

Full unveiling of DuMont's new telecasting technique has been held up, reportedly because of the need to protect patent and other rights [Closed Circuit, Jan. 31].

Dr. DuMont said that it seemed to him "inevitable" that motion picture production would be re-tooled with casts and shooting schedules cut "drastically" while quality was improved. "Motion picture production is still working in the dark ages, as far as equipment is concerned, by contrast with the electronic cameras and superior equipment of tv," he said.

Along this line, he referred to DuMont Labs' development of a piggy-back miniature tv camera which is mounted alongside a motion picture camera to permit director and motion picture technicians to view instantaneously on tv monitors exactly what is being filmed.

Also discussed by Dr. DuMont:

- DuMont is building a sales force to "tell the story" of what industrial tv (closed-circuit tv) can do in commerce, education, industry and medicine.
- Use of electronic control—patterned after

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Bell Waveguide May Revolutionize Networking

SUCCESSFUL transmission of a 50,000 mc carrier in a waveguide for a distance representing 40 miles was announced last week by Bell Telephone Labs.

Possibility that waveguides might be used for high frequency, long distance transmission was expressed in the announcement, which also declared that Bell scientists believe the new waveguide may some day simultaneously carry tens of thousands of cross-country telephone conversations along with hundreds of tv programs. This is compared with top capacity of 1,860 two-way telephone conversations, or 600 such telephone conversations and two tv programs simultaneously on a pair of coaxial cables. Coaxial cables have eight copper tubes, two of which are spares.

New Bell waveguide—solid metal tubing waveguides have been used for many years for short distances (transmitter-antenna links, etc.)—is made of tightly coiled copper wire, wrapped inside a flexible outer covering. It is two inches in diameter. Tests showed that this "helical" type waveguide can carry high frequencies around corners over long distances. This is not possible in the solid tubing waveguides.

Waveguides are necessary for the higher frequencies because of the extreme losses which occur using conventional transmission lines.

In the Bell tests, signals were bounced back and forth in a 500-ft. copper pipe, for distances of 40 miles. Bell engineers calculated that the same waves would have traveled only 12 miles in a coaxial cable with the same loss in strength.

automatic pilot controls now used in planes and ships—for automobile traffic should be considered.

In reviewing the interdependence of motion pictures and tv, Dr. DuMont noted that total production on the West Coast of film for tv use about equals the volume of film for theatres. Although a similar comparison in dollars cannot be made, Dr. DuMont said, last year's estimated expenditure in Hollywood alone for tv film was $100 million. This figure, he said, will grow.

Dr. DuMont said that now some 70% of tv programming is on film and he predicted a future increase in film programming as compared to live productions.

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1954 Tv Set Production High, But Below Record '50

BANNER YEAR for tv set production in 1954—when 7,346,715 units were manufactured, including 1,383,486 tv receivers equipped to receive uhf and 21,500 color sets—was reported by Radio-Electronics-Television Manufacturers Assn. yesterday (Sunday).

Tv set production in 1954 was the second highest in video's eight years of commercial history. Highest production was in 1950 when 7,463,800 sets were manufactured. In 1953, 7,215,827 tv receivers were made.

Radio production in 1954 fell to 10,400,530 units, compared to 13,368,556 sets manufactured in 1953. Part of the decline was attributed to a 1 million reduction in orders for automobile radios.

Of the 1954 radio production, 188,685 sets were made with fm tuning facilities. An additional 19,316 tv receivers were so equipped.

Tv and radio set production by months for 1954 is shown below:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
July	306,985	150,002	39,447
August	633,387	280,607	74,713
Sept. (5 wks.)	947,796	352,499	76,271
October	921,476	343,269	97,331
November	858,501	327,973	93,716
Dec. (5 wks.)	833,423	300,023	109,001
	7,346,715	3,067,644	1,333,518

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
July	191,512	57,100	438,061
August	275,008	155,171	785,499
Sept. (5 wks.)	296,327	207,226	932,323
October	336,683	220,505	997,788
November	404,453	272,583	1,098,725
Dec. (5 wks.)	539,584	312,967	1,261,575
	4,124,460	1,874,908	10,400,530

Expand Color Shows, Sets, Sarnoff Urges Manufacturers

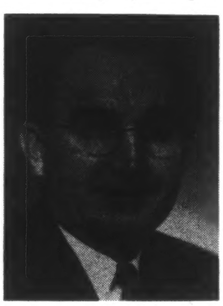
TELEVISION SET manufacturers were urged last Thursday by Robert W. Sarnoff, executive vice president of NBC, to fulfill their responsibility to color television by sponsoring color shows and starting the production now of color tv sets.

In a speech before the Transportation Club of Rochester, N. Y., Mr. Sarnoff said that about four and one-half million people have already seen at least one color program on the 15,000 color sets now in use.

In his suggestion that set manufacturers sponsor color tv shows, Mr. Sarnoff pointed out that when radio was starting as a national service, set manufacturers became radio's first sponsors. The same pattern was followed in the early days of black-and-white tv, he said. However, of the 10 top manufacturing concerns, only RCA and Westinghouse are sponsoring colorcasts, he added.

Services Held for Zimmer, Sylvania Electric President

FUNERAL services were held last Monday in Emporium, Pa., for H. Ward Zimmer, 57, president of Sylvania Electric Products Inc., who died on Jan. 28 in New York Hospital [AT DEADLINE, Jan. 31].



MR. ZIMMER

Mr. Zimmer, who maintained his headquarters at the company's corporate offices in New York, served Sylvania for 36 years, having joined one of the company's predecessor organizations in Emporium in 1919. Mr. Zimmer was credited with having developed new manufacturing techniques and processes, especially in the mass production of electron tubes, which led to Sylvania becoming one of the top producers of receiving tube and television picture tubes.

In 1919 Mr. Zimmer joined the Novelty Incandescent Co., Emporium, which, following mergers with other companies, formed the nucleus of Sylvania as it is today. In 1924 he was named in charge of purchasing for Sylvania Products Co. and in 1928 was appointed manager of the radio tube plant in Emporium. From 1933 through 1943 he served successively as manager of the electronics plant of Sylvania in Clifton, N. J., general purchasing agent of the company, assistant general manufacturing manager and general manager of operations of the radio tube division.

He was elevated to vice president in charge of the radio tube division in 1945, vice president in charge of operations in 1947 and executive vice president in 1950.

He was elected president in 1953.

Mr. Zimmer is survived by his wife, the former Ethel May Dandois; a daughter, Kathryn; a son, Henry W. Zimmer Jr.; his mother, and two sisters.

THE SMART BUY IN MILWAUKEE

REGIONAL
COVERAGE
AT LOCAL
RATES

Adam J. Young Jr., Inc., Nat'l Reps.

RCA Has 'Automated' Punch For General Industrial Use

DEVELOPMENT of an "automated" production machine capable of effecting time and cost savings in electronics manufacturing was announced last Thursday by T. A. Smith, vice president and general manager, RCA Engineering Products Div. The machine is for sale to the general industry as well as for RCA's use, Mr. Smith said.

The unit is designed to "trigger" punches of virtually any pattern of holes for components in electronic printed-circuit panels. These panels, Mr. Smith said, are being used in increasing quantities in a wide range of electronic products, including radio-tv sets and broadcasting equipment.

The machine is expected to sell for $14,500. In addition to the standard product, RCA will also make custom versions to customer specifications. The machine has been in operation at RCA's Camden production plant for several months.

Mr. Smith described the machine as simple and economical to install, operate and maintain. It is delivered ready for use and requires only one operator, who can be "trained" in the operating procedure in a matter of minutes, he said.

Zenith-RCA Suit To Resume Feb. 14

TESTIMONY is slated to resume in New York Feb. 14 on the prolonged and controverted anti-trust patent dispute involving RCA and Zenith Radio Corp.

At the same time Zenith is filing a motion in Wilmington (Del.) District Court to continue until this fall a similar patent case, pending progress of the Chicago trial.

A legal spokesman for Zenith said last week his firm is filing in Wilmington in support of its position that litigation should not proceed there until more progress is made in the Chicago trial, and on the basis that action would not be necessary before Judge Paul Leahy in the Delaware Court. It hopes to obtain a continuance to the fall calendar. Hearings in Wilmington on the first of a series of eight patent issues, originally scheduled for January, were postponed.

In its original suit RCA charged Zenith with patent infringements. In its counter-claim, Zenith and Rauland Corp., its tube-making subsidiary, claimed that RCA and other parties have engaged in a conspiracy to monopolize the electronics field and that they have been frozen out of competition in Canada and elsewhere.

Complete Transistor Radio To Be Marketed by Emerson

COMPLETELY transitorized radio receiver will be placed on the market by the Emerson Radio & Phonograph Corp., New York, within 60 days, Benjamin Abrams, president, reported at the company's annual stockholders meeting in New York last Wednesday. He estimated the price of the set at "below $75."

Mr. Abrams predicted that within two or three years, transitorized television sets will be placed on the market.

Mr. Abrams also said that automation has taken over "a good part" of Emerson's production of radios and eventually will be extended to tv sets. Automation refers to the elimination of human direction and hand operations in assembly-line production.

Six members of the board of directors were re-elected. They are Mr. Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Dorman D. Israel and George H. Saylor. Simon H. Rifkind, former federal judge and now a member of the law firm of Paul, Weiss, Rifkind, Wharton & Garrison, New York, was elected a director to succeed Richard C. Hunt, who died last December.

MANUFACTURING PEOPLE

Philip J. Wood, formerly distributor sales manager, Stewart-Warner Electric, div. of Stewart-Warner Corp., Chicago, to Zenith Radio Corp., same city, as assistant to vice president in charge of radio-tv sales.

MR. RICE

F. P. Rice, manager, cathode-ray tube div., Allen B. DuMont Labs, Clifton, N. J., appointed to newly-created position, director of manufacturing and purchasing with jurisdiction over instrument, cathode-ray tube, communications products, government contracts and receiver manufacturing divisions.

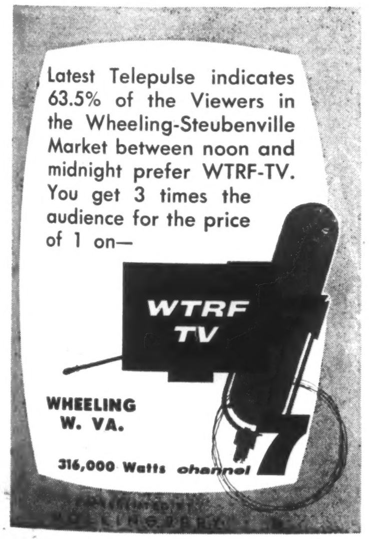
Alfred A. Medica, sales manager of national accounts, Admiral Corp., Chicago, adds duties as radio division sales manager.

Harold L. Blom, sales policy and program specialist, General Electric Co., Syracuse, N. Y., appointed manager of marketing administration for communication equipment.

Louis G. Pacent Jr., vice president in charge of manufacturing, Quiet Heet Mfg. Corp., wholly-owned subsidiary of Emerson Radio & Phonograph Corp., N. Y., appointed works manager of parent company, succeeding **Edward J. Kelly,** resigned.

Transmitting Equipment

Station	Power	Band	Use
RCA			
WTVT (TV) Tampa, Fla.	50 kw	tv (ch. 13)	new station
K-SIX Tv Inc., Corpus Christi, Tex.	10 kw	tv (ch. 10)	new station


Latest Telepulse indicates 63.5% of the Viewers in the Wheeling-Steubenville Market between noon and midnight prefer WTRF-TV. You get 3 times the audience for the price of 1 on—

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NBC SALUTE-BIOGRAPHY SERIES

SALUTE-BIOGRAPHY series started by the news department of NBC Radio last fall will continue on a monthly basis this spring with 55-minute programs honoring Carl Sandburg, George Bernard Shaw and Franklin D. Roosevelt. Mr. Sandburg's life and works will be dramatized Feb. 20 and on March 20 the highlights of the career of Mr. Shaw will be broadcast. The Roosevelt story will be told April 10, a decade after his death.

TOUR THE NATION'S PARKS

INFORMATION on touring the nation's parks is available to radio and television newsmen as well as other radio-tv personnel by writing Sinclair Oil Corp., 600 5th Ave., New York. The firm is initiating a public relations campaign for the preservation and conservation of such shrines as Yellowstone and other national parks.

WPPA RE-CREATES FOOTBALL

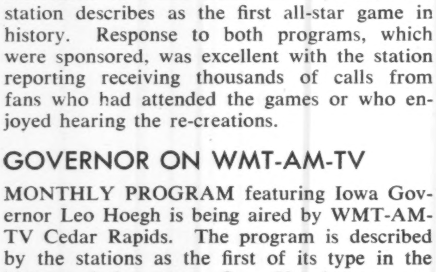
RE-CREATIONS of two football games 30 years past have been broadcast by Ed Romance, sports director of WPPA Pottsville, Pa., over the station. After spending six months checking data and interviewing athletes and sports fans, Mr. Romance aired the play-by-play of the Pottsville Maroon-Chicago Cardinal game played December 1925 at Comiskey Park in Chicago, billed as the World's Pro Football Championship. The other game was the Pottsville Maroon-Four Horsemen of Notre Dame match, which the station describes as the first all-star game in history. Response to both programs, which were sponsored, was excellent with the station reporting receiving thousands of calls from fans who had attended the games or who enjoyed hearing the re-creations.

GOVERNOR ON WMT-AM-TV

MONTHLY PROGRAM featuring Iowa Governor Leo Hoegh is being aired by WMT-AM-TV Cedar Rapids. The program is described by the stations as the first of its type in the history of the state. Gov. Hoegh comes to Cedar Rapids once a month to appear on WMT-TV and the program is recorded and broadcast on WMT the following evening. The first part of the program is devoted to Gov. Hoegh reporting to the people of Iowa the progress and goals of his administration. The balance is taken up by a panel interview with questions coming from WMT-AM-TV newsmen and other invited guests.

4
Channel
WKY-TV
OKLAHOMA CITY

ARTIST'S PALETTE ID of WKY-TV Oklahoma City, which has received copyright approval of the U. S. Copyright Office, is examined by (l to r): Dr. Robert Shelby, NBC color development staff; Nick Panos, WKY-TV art director and designer of the ID; P. A. Sugg, station manager; Norman Grant, NBC art director for color productions; Mike Horton, NBC Press Dept., and Barry Wood, executive producer for NBC color productions. The ID was designed to promote color.



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STORY OF AN AGENCY

EXPLANATION of an advertising agency and its functions was carried in an article in the Saturday supplement of the *Aurora* (Ill.) *Beacon-News* using Connor Assoc. Inc. of that city as a model. The article tells why agencies were started and their purpose, functions and benefits. A photograph in the story shows the production manager and an artist of Connor Assoc. at work and the front of the supplement itself carries a picture of Roy Connor, president, and Al Sager, vice president. Since 1951 when the agency began, Connor Assoc.'s accounts have grown from three to 30 with a similar number of promotion accounts.

WWJ-TV BROCHURE

WWJ-TV Detroit has released its latest brochure to advertisers and agencies describing the station's facilities and coverage area. Illustrations of the booklet show the station in operation and a cutaway view of the three floors of the WWJ-TV building. Extensive market statistics, including coverage maps, population figures, buying income and set counts, are included in the brochure.

KCOR'S SPANISH PROGRAMS

KCOR San Antonio, Tex., a Spanish-language station, currently is producing and airing 420 15-minute Spanish programs a month, distributing them to as many as 10 other Spanish-language stations. Actors for the programs, which are produced, directed and broadcast live in KCOR's studios, are Spanish stars of radio, stage and television who also are employed for the station's local programming. A master tape recording of the programs is made, from which copies are duplicated for distribution. To handle the volume of recording, production and duplication, KCOR uses five Magnecord and three Ampex tape recorders. The tapes are recorded and duplicated on "Scotch" brand No. 111 magnetic tape, manufactured by Minnesota Mining & Mfg. Co., St. Paul, Minn.

Liberace's $15 Million

LIBERACE is credited by the Society for Savings in Cleveland with having brought to the bank more than $15 million in deposits during 1954. The bank, which sponsors the *Liberace* tv and radio programs in Cleveland, participated in the campaign in which a special Liberace record was presented to each person opening a new account of $25 or more, or adding $25 to his current account. The record was provided by Guild Films Co., producers of *Liberace* radio and tv programs, and could not be purchased at retail outlets. Mervin France, president of the Society for Savings, reports the bank has distributed 5,817 records and Clevelanders had banked $15,200,000 in less than a year, "directly attributable to the Liberace record campaign."

KPTV (TV)-STORER BROCHURE

TO HERALD its entrance into the Storer family, KPTV (TV) Portland, Ore., has distributed a folding picture-packet containing photographs of Portland and the other cities in which there are Storer stations. As the packet unfolds, the reverse side of the pictures states, "Channel 27, Oregon's most powerful tv station is now a member of the Storer Broadcasting Co." The brochure, with a drawing of the station's giant lumberjack symbol, also says, "Nearly two-thirds of the state's population live in the area covered by Oregon's first . . . and MOST POWERFUL tv station, KPTV Portland. Get the exciting story that goes with this picture *now!*"

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Station Authorizations, Applications

(As Compiled by B • T)

January 27 through February 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Dec. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,649	533	126
CPs on air	20	20	†313
CPs not on air	105	7	137
Total on air	2,669	552	439
Total authorized	2,774	559	576
Applications in hearing	137	2	167
New station requests	172	8	19
New station bids in hearing	76	0	151
Facilities change requests	134	12	33
Total applications pending	721	79	193
Licenses deleted in Dec.	0	0	0
CPs deleted in Dec.	15	1	5

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,698	2,678	109	165	76
Fm	558	535	24	8	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	271	316	589[1]
Educational	16	18	34

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	299	113	412
Noncommercial on air	7	3	10

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	947	337	732	533	1,266[2]
Educational	56		28	28	56[3]
Total	1,003	337	760	561	1,322[4]

[1] One hundred-twenty-five CPs (24 vhf, 101 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 34 already granted.

[4] Includes 624 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Anderson, Ind.—Great Commission Schools Inc. granted uhf ch. 61 (752-758 mc); ERP 24.5 kw visual, 13.2 kw aural; antenna height above average terrain 340 ft., above ground 370.5 ft. Estimated construction cost $71,000, first year operating cost $120,000, revenue $150,000. Post office address 204 Tower Bldg., Anderson. Studio and transmitter location to be determined. Geographic coordinates 40° 06′ 18″ N. Lat., 85° 01′ 01″ W. Long. Transmitter and antenna RCA. Consulting engineer A. R. Bitter, Toledo, Ohio. Principals include Pres. **Paul E. Billheimer**; Sec.-Treas. **Jenny Billheimer**, and **Edwin D. Messerschmidt**. Applicant is owner of Civic Bcstg. Corp., licensee of WCBC Anderson, is a nonprofit organization. Applicant proposes to buy all the equipment antenna and tower of WBKZ-TV Battle Creek, Mich., for $44,000. Subject to condition that construction does not adversely affect WHBU there. Granted Feb. 2.

Mayaguez, Puerto Rico—Radio Americas Corp. (WORA) granted vhf ch. 5 (76-82 mc); ERP 1.48 kw visual, 0.89 kw aural; antenna height above average terrain 1,990 ft., above ground 141 ft. Estimated construction cost $104,403, first year operating cost $80,000, revenue $85,000. Post office address Box 43, Mayaguez. Studio location 1150 Guanajibo Ave. Transmitter location 212 mi. S. of Maricao on Insular Rd. No. 81. Geographic coordinates 18° 9′ 2″ N. Lat., 66° 59′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. President **Alfredo R. de Arellano Jr.** (93.55%) has extensive sugar cane interests. Granted Jan. 27.

San Juan, P. R.—Dcpt. of Education of Puerto Rico (WIPR) granted noncommercial educational vhf ch. 6 (82-88 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1,120 ft., above ground 485 ft.; estimated construction cost $548,715, first year operating cost $250,000. Post office address Mariano Villaronga, Secretary of Education. Studio location Escuelas Metropolitanas, Carpenter Rd. Transmitter location 1.3 miles ENE of Aguas Buenas. Geographic coordinates 18° 16′ 48″ N. Lat., 66° 05′ 05″ W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter. Consulting engineer A. Earl Cullum Jr., Dallas. Granted Feb. 2.

Existing Tv Stations . . .

ACTIONS BY FCC

WFLA-TV Tampa, Fla.—Tribune Co. granted mod. of CP for ch. 8 to change ERP to 302 kw visual and 209 kw aural. Granted Jan .27.

KPOR (TV) Portland, Ore.—Oregon Tv. Inc. granted mod. of CP for ch. 12 to change transmitter location to 4700 S. W. 19 St.; studio location to 915 N. E. Davis St.; ERP to 229 kw visual, 129 kw aural; antenna height above average terrain 1,000 ft. Granted Jan. 25; announced Feb. 1.

In the past 10 months WTRF-TV won 5 Awards in 5 national merchandising-promotion contests entered. This "know-how" goes to work for you when you use—

WHEELING W. VA.
316,000 Watts channel 7
REPRESENTED BY HOLLINGBERY

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

COVERS 1/10 AMERICA'S NEGRO POPULATION

WDIA

50,000 WATTS

broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

Write now for "Golden Market" Survey, WDIA, Memphis

Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY, SOUTHEAST

New Am Stations . . .

ACTIONS BY FCC

Denver, Colo.—Ewald W. Koepke & Frank E. Amole Jr. d/b as Capitol Bcstg. Co. granted 1340 kc, 250 w unlimited. Post office address % Ewald W. Koepke, 2630 Zenobia St., Denver. First year operating cost $60,000, revenue $75,000. Principals in general partnership include **Ewald W. Koepke** (50%), commercial manager KMYR Denver, and **Frank E. Amole Jr.** (50%), KMYR news and program director. Application is contingent upon FCC approval of KMYR bid to change from 1340 kc to 710 kc. Applicant will lease KMYR facilities for 5 years at $6,000 per year. Granted Jan. 27.

Sterling, Colo.—High Plains Bcstg. Corp. granted 1490 kc, 250 w unlimited. Post office address % Robert Petteys, Sterling. Estimated construction cost $23,643, first year operating cost $50,000, revenue $62,500. Principals include Pres. **Anna C. Petteys**; Vice Pres. **Russell M. Stewart**, ⅓ owner KNEB Scottsbluff, Ark.; Sec. **Robert Petteys**; Treas. **Byron R. Joachim**, ⅓ owner KNEB; **John R. Jirdon**, ⅓ owner KNEB, and **A. Petteys**. Each will own ⅙ interest. Mrs. Anna Petteys and her son Robert are associated with the Advocate Pub. Co. & Farm Journal Pub. Co., Sterling. Granted Jan. 27.

Harrodsburg, Ky.—Pioneer Bcstg. Co., granted 1420 kc, 1 kw daytime. Post office address % C. H. Hulse, Box 647, Lebanon, Ky. Estimated construction cost $17,735, first year operating cost $31,500, revenue $40,000. Principals include Pres.-Sec. **Clarence H. Hulse** (40%); Vice Pres. **Charles R. Shuffett** (30%), and Treas. **Frances Hulse** (30%). Messrs. Hulse and Shuffett are owners of WLBN Lebanon, Ky. Granted Jan. 27.

Pipestone, Minn.—Pipestone Radio Corp. granted 1050 kc, 1 kw daytime directional. Post office address % Dalton E. Nelson, Box 312, Pipestone. Estimated construction cost $18,066, first year operating cost $48,000, revenue $54,000. Principals include Pres. **C. B. Thomas** (12.2%), variety store owner; Vice Pres.-Gen. Mgr. **Dalton E. Nelson** (2%); Treas. **Roy G. Less** (12.2%), retail farm machinery, and **Henry Dalton Inc.** (37%). Granted Jan. 27.

Dover, N. H.—Granite State Bcstg. Co. granted 1270 kc 5 kw unlimited, directional. Post office address 155 Front St., Manchester. Estimated construction cost $24,000, first year operating cost $55,000, revenue $65,000. Granite State is licensee of WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, and WTSL Hanover, all in N. H. Principals include President **William J. Barkley** (35.3%), Vice President & Treasurer **William F. Rust Jr.** (49.9%), and **Ralph Gottlieb** (14.8%). Granted Jan. 27.

Yankton, S. D.—Yankton Bcstg. Co. granted 1450 kc, 250 w unlimited. Post office address: % James L. Cope, 127½ W. 3rd St., Yankton. Estimated construction cost $20,622, first year operating cost $42,000, revenue $52,000. Principals include President-Treasurer **William M. Smith** (40%), real estate development; Vice President **Doris J. Smith** (56%), and Secretary **James L. Cope** (4%), attorney. Granted Jan. 27.

Milan, Tenn.—West Tenn. Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address Dr. H. E. Williams, College City Branch P. O., Walnut Ridge, Ark. Estimated construction cost $19,214, first year operating cost $27,700, revenue $50,000. Principals in partnership include President **H. E. Williams** (33⅓%), president Southern Baptist College and stockholder KBHS Hot Springs, Ark.; Treasurer **Herbert J. Kropf** (33⅓%), Dean Southern Baptist College; Vice President **Hubert E. Clemmer** (6⅔%), and Secretary **G. W. Threadgill** (6⅔%), auto dealer. Granted Jan. 27.

Richmond, Va.—Louis Adelman granted 1320 kc, 1 kw daytime. Post office address 3520 Four Mile Run Drive, Arlington, Va. Estimated construction cost $15,100, first year operating cost $40,000, revenue $50,000. Mr. Adelman is former chief of operations of the American Forces Network, Germany and part owner of bid for new am station at Herkimer, N. Y. Granted Feb. 2.

APPLICATIONS

Algona, Iowa—Kossuth County Bcstg. Co., 970 kc, 500 w daytime. Post office address 1136 Plymouth Building, Minneapolis. Estimated construction cost $45,500, first year operating cost $50,000, revenue $60,000. Principals include Pres. **Albert S. Tedesco** (35%), 85% owner KDUZ Hutchinson, Minn.; Vice Pres. **Burt Cohen** (10%), accountant; Sec.-Treas. **Frederick Epstein** (5%), attorney, and 5 other local businessmen each owning 10% interest. Filed Jan. 24.

Mexia, Tex.—J. B. McNutt Jr. tr/as Bi-State Bcstg. Co., 1590 kc, 500 w daytime. Post office address Box 309, Athens, Tex. Estimated construction cost $13,940, first year operating cost $30,000, revenue $36,000. Mr. McNutt is sole owner of KBUD Athens. Filed Jan. 24.

Waupaca, Wis.—Dorothy J. Laird, 600 kc, 500 w daytime. Post office address 2355 South Webster, Green Bay, Wis. Estimated construction cost $27,372, first year operating cost $45,000, revenue $55,000. Mrs. Laird is wife of Ben. A. Laird, officer and stockholder of WDUZ Green Bay, and WMAW Menominee, Mich. Filed Jan. 21.

Existing Am Stations . . .

ACTIONS BY FCC

KEAR San Mateo, Calif.—Bay Radio Inc. granted. mod. of license to change main studio to San Francisco where it now has auxiliary studio. Granted Feb. 2.

WPRY Perry, Fla.—Taylor County Bcstg. Co. granted CP to change from 1220 kc 250 w daytime to 1400 kc 250 w unlimited. Granted Feb. 2.

KOFO Ottawa, Kan.—Ottawa Bcstg. Co. granted authority to operate from 6:30 a.m. to 6:00 p.m. March and 6:00 a.m. to 6:00 p.m. April through September on 1220 kc 250 w daytime. Granted Jan. 28.

KGAK Gallup, N. M.—Thunderbird Bcstg. Co. granted CP to change from 1230 kc 250 w unlimited to 1330 kc 1 kw night, 5 kw day, unlimited, directional night. Granted Jan. 27.

APPLICATIONS

WPCT Putnam, Conn.—Israel Putnam Bcstg. Co. seeks CP to change from 500 w to 1 kw daytime on 1350 kc. Filed Jan. 31.

WMEN Tallahassee, Fla.—WMEN Inc. seeks CP to change from 1330 kc to 970 kc. Filed Jan. 31.

WBSM New Bedford, Mass.—Bay State Bcstg. Co. seeks CP to change from 1230 kc 100 w to 1420 kc 1 kw, directional, and change studio location from New Bedford to Fairhaven, Mass. Filed Jan. 27.

WCDL Carbondale, Pa.—Carbondale Bcstg. Co. seeks CP to change from 1230 kc 250 w unlimited to 1440 kc 5 kw daytime. Filed Jan. 24.

WSSC Sumter, S. C.—Radio Sumter Inc. seeks CP to change from 1240 kc 100 w to 1340 kc 250 w. Filed Jan. 25.

KUTI Yakima, Wash.—Walter N. Nelskog, D. Gene Williams & Delbert Bertholf d/b as Independent Bcstrs. seek CP to change from 250 w to 1 kw on 900 kc. Filed Jan. 27.

Existing Fm Stations . . .

ACTIONS BY FCC

WUOA (FM) Tuscaloosa, Ala.—Bd. of Trustees of U. of Ala. granted CP to change ERP to 15 kw; change studio and transmitter location to University Ave. & Colonial Drive; antenna height above average terrain 120 ft. Granted Jan. 27; announced Feb. 1.

WAIU-FM Wabash, Ind.—Wabash-Peru Bcstg. Co. granted mod. of CP to change ERP to 4.6 kw; change studio and transmitter location to 1.6 miles from Wabash on N side of U. S. Hwy 24. Granted Jan. 27; announced Feb. 1.

KPOJ-FM Portland, Ore.—KPOJ Inc. granted CP to change ERP to 4.4 kw; antenna height above average terrain 1,100 ft. Granted Jan. 27; announced Feb. 1.

WEMC (FM) Harrisonburg, Va.—Bd. of Trustees of Eastern Mennote College Inc. granted mod. of CP to change frequency to 91.7 mc. Granted Jan. 27; announced Feb. 1.

STATIONS DELETED

WTCN-FM Minneapolis, Minn.—Minneapolis Tv Public Service Corp. granted request to cancel license for fm station on ch. 246. Deleted Jan. 25; announced Feb. 1.

WKFM (FM) Roanoke Rapids, N. C.—WCBT Inc. granted request to cancel license for fm station on ch. 254. Deleted Jan. 25; announced Feb. 1.

Ownership Changes . . .

ACTIONS BY FCC

KOLD Yuma, Ariz.—Maricopa Bcstrs. Inc. granted voluntary assignment to Broadcasters Inc. for $50,000. Principals include Pres. **W. J. Hawthorne** (25.6%), ½ partner H-K Productions, Hollywood tv film firm; Vice Pres. **Van C. Newkirk** (23.1%), 30% stockholder KSDA Redding, Calif.; Vice Pres. **Norman H. Rogers** (15.4%), ⅓ owner KRNO San Bernardino; Sec. **Lyle L. Perkins** (20.5%), technician KFBK Sacramento, and Treas. **George W. Brock** (15.4%), 30% owner KRNO. Granted Feb. 2.

KMBY-AM-TV Montercy, Calif.—The Monterey Radio-Tv Co. granted assignment of license to Salinas Valley Bcstg. Corp. for $230,000 plus assumption of $117,000 in liabilities. Principals include Pres. **John C. Cohan** (25%), Sec.-Treas. **Wm. M. Oates** (25%), plus a group of local businessmen owning the remaining 50%. Salinas Valley Bcstg. operates KSBW-AM-TV Salinas. Grant is subject to condition that KMBY be sold within 45 days. Granted Feb. 2.

WWCO Waterbury, Conn.—The Mattatuck Bcstg. Co. granted voluntary assignment of license to New England Bcstg. Corp. for $67,500. Principals include Pres. **Lawrence Brandon** (0.5%), importing and exporting; Vice Pres.-Sec. **Carol D. Brandon** (99%), and **Ivan R. Drechsler** (0.5%). Granted Jan. 27.

WOKZ Alton, Ill.—Edward N. Palen granted voluntary assignment to wholly owned corporation Palen Bcstg. Corp. Granted Jan. 27.

WARE Ware, Mass.—Central Bcstg. Corp. granted voluntary transfer of control from H. Scott Killgore to wholly owned company Tele-Broadcasters Inc. Granted Jan. 28.

KSTL St. Louis, Mo.—Radio St. Louis Inc. granted voluntary transfer of control to Edward E. Haverstick Jr. and four others through sale of 57.5% interest for $131,750. Principals include Pres. **Dick J. Kasten** (5%); Sec. **William K. Haverstick** (30%); Treas. **Edward E. Haverstick Sr.** (40%), and **Edward E. Haverstick Jr.** (15%). Granted Jan. 27.

WKXL Concord, N. H.—Capitol Bcstg. Corp. granted voluntary transfer of control from H. Scott Killgore to wholly owned company Tele-Broadcasters Inc. Granted Jan. 28.

WBNY-FM Buffalo, N. Y.—Roy L. Albertson granted assignment of license to The Albertson Bcstg. Corp. Granted Jan. 24; announced Feb. 1.

WJTN-AM-FM Jamestown, N. Y.—James Bcstg. Co. granted voluntary relinquishment of control by Simon Goldman through sale of 45.6% interest to Reginald A. Lenna for approximately $34,574. Mr. Lenna deals in appliances and automotive equipment. Mr. Goldman retains 45.6% interest. Granted Feb. 2.

WJTN-AM-FM Jamestown, N. Y.—James Bcstg. Co. granted voluntary transfer of control to Simon Goldman through purchase by corporation of 80.3% interest from Jay E. & Mabel Mason for $309,385. Granted Feb. 2.

WPAT Paterson, N. J.—North Jersey Bcstg. Co. granted assignment of license to WPAT Inc. for $257,500. Principals include **Emanuel Dannett** (99.5%), attorney, and **Dickens H. Wright** (0.5%), executive vice pres. and general manager WPAT. Granted Jan. 27.

WOOW New Bern, N. C.—Craven Bcstg. Co. granted voluntary transfer of control to James A. Ballard, Furman Y. Sorrell and Raymond Lacy Ballard through sale of all stock for $25,000. Principals in equal partnership include Pres. **Furman Y. Sorrell**, physician; Sec.-Treas. **James A. Ballard**, general manager WADE Eadesboro, N. C., and Vice Pres. **Raymond L. Ballard**, furniture salesman. Granted Jan. 27.

WKMC Roaring Spring, Pa.—Carl W. Kensinger & Robert E. Meredith granted assignment of CP to Cove Bcstg. Co. Mr. Meredith receives $1,400 for ½ interest. Principals include Pres. **Gerald J. Collins** (30%); Vice Pres. **C. I. Metzger** (16½%), engineer WVAM Altoona, Pa.; Treas. **Carl W. Kensinger** (7%), and **Cary H. Simpson** (0.5%), ½ owner WKBI St. Marys, pres.-48% owner WFRM Coudersport, pres.-35% owner WPXY Punxsutawney, and owner of WTRN Tyrone, all Pa. Granted Jan. 27.

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Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Lincoln Building • New York 17, N. Y., MU. 7-4242

WCRE Cheraw, S. C.—Three States Bcstg. Co. granted voluntary assignment of license to Chesterfield Bcstg. Co. for $20,000. Principals include Fred A. Staples; **Fred L. Morningstar; Joseph A. Pickering,** and **Marvin J. Peterson,** each owning ¼ interest. Principals each own ⅙ interest in WHJC Matewan, W. Va. Granted Jan. 25; announced Feb. 1.

WOAI-AM-TV San Antonio, Tex.—Southland Industries Inc. granted voluntary transfer of control to Hugh A. L. Halff and others through transfer of 93.7% interest under will of G. A. C. Halff, deceased. Mr. Hugh Halff will now own 14% and as trustee for Hugh A. L. Halff 46.8%. Five other stockholders will each own 7.8% interest. Granted Feb. 2.

KTXL-AM San Angelo, Tex.—Westex Bcstg. Co. granted voluntary acquisition of negative control by A. D. Rust and B. P. Bludworth through purchase of 50 shares of stock from Marshall Formby and Lowell Smith for $20,000. Messrs. Rust and Bludworth will now each own 50% interest. Granted Jan. 26; announced Feb. 1.

KTXL-TV—San Angelo, Tex.—Westex Tv Co. granted voluntary acquisition of negative control by A. D. Rust and B. P. Bludworth through purchase of 68 shares of stock from Marshall Formby and Lowell Smith for $6,800. Messrs. Rust and Bludworth will now each own 50% interest. Granted Jan. 26; announced Feb. 1.

WHEE Martinsville, Va.—Mecklenburg Bcstg. Corp. granted relinquishment of negative control by Shultz and Hedrick family groups through issuance of stock to **Charles F. Adams** (13%), and Thomas **W. Patterson** (7%) for $6,710. Shultz and Hedrick family groups will each now own 39.2% interest. Granted Feb. 2.

APPLICATIONS

KMBY Monterey, Calif.—Salinas Valley Bcstg. Corp. seeks assignment of license to Frederick A. Gwynn for $70,000. Mr. Gwynn is NBC Los Angeles engineer. Filed Jan. 25.

KWG Stockton, Calif.—McClatchy Bcstg. Co. seeks voluntary assignment of license to James E. Longe and Lewis B. Saslaw d/b as Delta Bcstg. Co. for $75,000. Principals include **James E. Longe** (½), program director KWG, and **Lewis B. Saslaw** (½), physician. Filed Jan. 25.

KRDG Redding, Calif.—I. J. Schwartz, Stephen George & J. Matranga d/b as Capitol Radio Enterprises seeks assignment of CP to Charles W. Cole, Jack W. Garibaldi & Howard Martineau d/b as M & C Bcstrs. for $947.79. Principals include **Jack V. Garibaldi** (5%), hotel auditor; Charles **W. Cole** (85%), and **Howard Martineau** (10%), engineer at KBIF Sanger, Calif., and ½ owner of bid for new am station at Auburn, Calif. Filed Jan. 24.

WKNB-AM-TV New Britain, Conn.—New Britain Bcstg. Co. seeks transfer of control to NBC through sale of all stock for $606,944. Filed Jan. 25.

WDEL-AM-FM Wilmington, Del.—WDEL Inc. seeks voluntary assignment of license to Delmarva Bcstg. Co. for $250,000. Principals include **J. Hale** and **John F. Steinman** families, present owners of the station. Purpose is to separate from WDEL-TV operation. Filed Jan. 25.

WHAI-AM-FM Greenfield, Mass.—John W. Haigis seeks voluntary assignment of license to wholly owned corporation Haigis Bcstg. Corp. Filed Jan. 26.

WMAW Meniminee, Mich.—Green Bay Bcstg. Co. seeks voluntary transfer of control to Ben A. Laird through purchase of 43.4% interest from Wm. S. & Edward Schons for $45,000. Mr. Laird will now own 82.5% interest. Filed Jan. 27.

KENO Las Vegas, Nev.—Maxwell Kelch & Laura Belle Kelch d/b as Nevada Bcstg. Co. seek voluntary assignment of license to Nevada Bcstg. Co. for $80,000. Principals include Pres. **E. Oncken** (37.5%), news editor KENO and managing editor *Las Vegas Sun;* Vice Pres. **Ralph O. Dow** (25%), chief engineer KENO, and Merl Sage (37.5%), commercial manager KENO. Filed Jan. 28.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. seeks voluntary acquisition of negative control (50%) by Hal Peterson through purchase of 25% interest from W. Scott Schrenner for $7,500. Filed Jan. 24.

WEMP Milwaukee, Wis.—Milwaukee Bcstg. Co. seeks voluntary assignment of license to Foster & Assoc. Inc. for $200,000. Principals include **B. R. McLendon** (16%); Pres. **James H. Foster** (59%), president of vitamin and chemical company; Vice Pres. **Gordon B. McLendon** (10%); Vice Pres. **C. S. (Bill) Weaver** (10%), and Sec.-Treas. **Dorothy Manning** (5%). The McLendons own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi, Tex. Sale is contingent on FCC approval to purchase of WCAN Milwaukee facilities. Filed Jan. 25.

WCAN Milwaukee, Wis.—Midwest Bcstg. Co. seeks assignment of license to WEMP there for $250,000. Principals include Pres. **Andrew M. Spheeris** (13%); Vice Pres. **Hugh K. Boise Jr.** (10%); Sec. **John E. Roe** (2½%); Treas. **S. C. Cleaveland** (5%); **John Gagliano** (10%), and Minn. Tribune (25.4%). Sale is contingent on sale of WEMP facilities. Filed Jan. 25.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. seeks assignment of CP to The Hearst Corp. for $2 million. Hearst owns WBAL-AM-TV Baltimore, WISN Milwaukee, and WCAE Pittsburgh, and numerous newspapers. Filed Jan. 25.

WDUZ Green Bay, Wis.—Green Bay Bcstg. Co. seeks voluntary transfer of control to Ben A. Laird through purchase of 43.4% interest from Wm. S. and Edward Schons for $45,000. Mr. Laird will now own 82.5% interest. Filed Jan. 27.

Hearing Cases . . .

INITIAL DECISIONS

Lawton, Okla.—New am, 1050 kc. FCC Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of the application of Progressive Bcstg. Co. for construction permit for new am station on 1050 kc, 250 w, daytime only, in Lawton, Okla. This proceeding initially also involved mutually exclusive applications of White Radio Co., Wichita Falls, Tex., who made no appearance at hearing and was held in default and Lawton Bcstg. Co., Lawton, Okla., who dismissed its application. Action Feb. 1.

Beaumont, Tex.—FCC announced its memorandum opinion and order which affirmed its decision, released Aug. 6, 1954, granting the Beaumont Bcstg. Corp. construction permit for new tv station on ch. 6 in Beaumont, Tex., and denying competing applications for The Enterprise Co. and KTRM; dissolved its stay order of Dec. 3 and denied or dismissed related petitions in this proceeding. Commissioner Hennock dissented. Action Jan. 27.

Bristol, Tenn.—New tv, ch. 5 FCC Hearing Examiner Isadore A. Honig issued initial decision looking toward grant of the application of Appalachian Bcstg. Corp. for construction permit for new tv station on ch. 5 in Bristol, Va., and denial of competing application of Tri-Cities Television Corp., Bristol, Tenn. Action Feb. 1.

Other Actions . . .

KBET-TV Sacramento, Calif.—By order, the Commission denied that part of a petition by McClatchy Bcstg. Co. requesting a temporary stay of the effective date of Commission action of Dec. 9 granting the application of Sacramento Telecasters Inc., for modification of its construction permit to specify new transmitter site for station KBET-TV Sacramento, Calif., (ch. 10), and make other changes. Action Feb. 2.

Daytime Skywave Proposals—The Commission adopted a Notice with respect to the applicability to existing am licensees and permittees of changed rules and standards proposed in Docket 8333, advising interested parties of its tentative judgment so that this information may be taken into account in preparing and submitting comments.

Upon a review of the record, the Commission is of the present view that its proposal upon which oral argument was held July 15 last would appear to present a more equitable basis for a change in its rules than any of the counterproposals submitted in the proceeding. However, it is not convinced that it should make final its judgment in this respect without the benefit of comments which are to be submitted in that portion of the proceeding raising the question of the application of any rules that may be adopted to existing stations, as well as to prospective applications. As previously announced, the date for filing comments in this proceeding was extended to April 17, and the date for filing replies to May 1. Commissioner Hennock dissented. Action Jan. 26.

WOOK Washington, D. C.—By Order, the Commission dismissed the application of United Bcstg. Co., for a synchronous amplifier to be operated in connection with station WOOK Washington, D. C., since Commission rules do not provide for such operation. Action Jan. 26.

WFLA-TV Tampa, Fla.—FCC by Memorandum Opinion and Order, denied petition of Pinellas Bcstg. Co., St. Petersburg, Fla., filed Nov. 1, requesting that the Tribune Company's application for modification of CP to change studio site of station WFLA-TV Tampa, Fla., change ERP from visual 316 kw aural 158 kw, to visual 303 kw, aural 212 kw, change transmitter equipment and make other equipment changes, be designated for hearing; further ordered that said application be granted, with ERP visual 302 kw, aural 209 kw. Action Jan. 27.

Indianapolis, Ind.—Ch. 13 proceeding.—FCC Examiner Basil P. Cooper ordered that the answer given by the witness on Oct. 19, at page 2121, line 19, in proceeding re applications of Indianapolis Bcstg. Inc., et al. for ch. 13 at Indianapolis, Ind., be struck from the record; denied request for subpoena duces tecum for the production of income tax returns; ordered that the official reporter and the Chief of the Docket Division remove physically from the public transcript of Jan. 7 proceeding, all of such transcript beginning at page 3921, line 7, to and including page 4022, line 14; further ordered that any proposed findings, either affirmative, reply, or rebuttal, submitted on behalf of any party to this proceeding which asserts directly, indirectly, or by inference that any officer, director, or stockholder of any applicant in this proceeding has paid any fine, penalty, or interest upon any income tax return shall be returned to the proponent thereof and will not be received until all reference to such matters has been physically deleted from such proposed findings. Action Jan. 19; announced Jan. 27.

Wichita-Hutchinson, Kan.—FCC by Memorandum Opinion and Order, denied petition by KAKE-TV (ch. 10), Wichita, Kan., requesting that the Commission issue a Cease and Desist Order against KTVH (TV) (ch. 12), Hutchinson, Kan., with respect to certain allegations against KTVH. Action Jan. 27.

WCEM Cambridge, Md.—By Order, the Commission denied a petition of Chief Broadcast Bureau, to dismiss application of The Shore Bcstg. Co. to increase power of station WCEM Cambridge, Md., from 100 to 250 w, operating on 1240 kc; waived "10 percent" rule Sect. 3.28 (c) in this proceeding. Action Jan. 26.

Laurel, Miss.—By memorandum opinion and order, the Commission postponed the effective date of its Nov. 24 grant of the application of American Southern Broadcasters for new am station (WPWR) on 1430 kc, 1 kw, daytime at Laurel, Miss., pending hearing on same to consist of oral argument to be held before the Commission on Feb. 14. WLAU and WAML both Laurel, who protested grant, are made parties to the proceeding. Commissioner Hennock voted for hearing. Action Jan. 26.

WNDR, WSYR-AM-FM-TV Syracuse, N. Y.—FCC by Order, denied petition filed Nov. 2 last by WNDR Syracuse, N. Y., requesting that proceedings be instituted to revoke the licenses of WSYR-AM-FM-TV Syracuse. Action Feb. 2.

Lawton. Okla.—FCC Comr. Robert E. Lee granted petition of Lawton Bcstg. Co. for dismissal of its application for new am station there. Action Jan. 25; announced Jan. 27.

WICU (TV) Erie, Pa.—By Order, the Commission directed that certain documents in its files relating to the employment of William Garfield Cummings as an FCC consultant be made available to the examiner hearing the proceedings involving application of Dispatch Inc., for renewal of license of station WICU (TV) Erie, Pa. Commissioner Doerfer not voting. Action Jan. 26.

THE LATEST
WCKY
STORY

In The Greater Cincinnati Area

Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in Sept.-Oct.
Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

WJET Erie, Pa.—FCC Hearing Examiner H. Gifford Irion issued an initial decision looking toward grant of the application of The Jet Bcstg. Co., for construction permit to change frequency of station WJET Erie, Pa., from 1570 kc to 1400 kc and hours of operation from daytime only to unlimited time, with power of 250 w. Action Jan. 27.

Muleshoe, Tex.—Muleshoe Bcstg. Co.—FCC Examiner Hugh B. Hutchison granted petition for leave to amend its am application, in order to show the substitution of Mrs. Ed Holmes as a member of the partnership; further ordered that the hearing in this proceeding be postponed to March 7, and tentatively scheduled second prehearing conference for Feb. 4. Action Jan. 25; announced Jan. 27.

San Antonio, Dallas, Tex.—By Order, the Commission dismissed as moot petition by WOAI San Antonio, Tex., to intervene and enlarge issues in proceeding on application of Trinity Bcstg. Corp. to increase daytime power of station KLIF Dallas, on 1190 kc. to 50 w. Action Jan. 26.

Routine Roundup . . .

January 27 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Knoxville, Tenn., Scripps-Howard Radio Inc.; Tennessee Television, Inc.—Granted joint petition for an extension of time to and including Feb. 21 within which to file exceptions to initial decision in re ch. 10 (Dockets 10512 et all). (Action of Jan. 25).

State of Minnesota—Granted petition to intervene in re application of WNYC for SSA (Docket 11227). (Action taken Jan. 21).

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition for extension of time to and including Feb. 14 within which the parties to proceeding re application for renewal of license of WWBZ Vineland, N. J. (Docket 10133), may submit proposed findings (Action taken Jan. 25).

San Antonio, Tex., Mission Telecasting Corp.; The Walmac Co.—Granted joint petition to reopen the record in re ch. 12 (Dockets 11000-01), and the document entitled "Stipulation" is accepted and incorporated in the record; further ordered the record be again closed, and all parties are allowed until Jan. 26 to file supplemental proposed findings; and the petition of Howard W. Davis dated Dec. 3 is dismissed (Action taken Jan. 21).

By Hearing Examiner Elizabeth C. Smith on Jan. 25

WELO Tupelo, Miss., Tupelo Bcstg. Co.—On motion of applicant, ordered that the hearing in re application for am facilities (Docket 11002), be resumed on Feb. 3.

By Hearing Examiner Thomas H. Donahue on Jan. 21

Lawton, Okla., Phil Bird; Lawton Bcstg. Co.—The Examiner on his own motion, continued hearing in re applications for new am stations (Dockets 10911, 10959), from Jan. 25 to Feb. 23.

St. Louis, Mo., 220 Television Inc.; Broadcast House Inc.—Upon oral request by petitioners, ordered the time for filing proposed findings in re proceedings for ch. 11, extended from Feb. 15 to March 8, and the time for filing replies extended from March 1 to March 22 (Dockets 8809 et al.).

Broadcast Actions

By Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WSWN Belle Glade, Fla.; WEBK Tampa, Fla.; WCNM Arecibo, P.R.; WMBR-TV Jacksonville, Fla.; WTVJ (TV) Miami, Fla.; WAWZ Zarephath, N. J.; WVET Rochester, N. Y.; WGH Newport News, Va.; WKRZ Oil City, Pa.; WREL Lexington, Va.; WBAR Bartow, Fla.; WENA Bayamon, P.R.; WGMA Hollywood, Fla.; WIAC Santurce, P.R.; WINK Fort Myers, Fla.; WPRY Perry, Fla.; WROD Daytona Beach, Fla.; WRWB Kissimee, Fla.; WSIR Winter Haven, Fla.; WFSU-FM Tallahassee, Fla.; WTTB Vero Beach, Fla.; WSTA Charlotte Amalie, St. Thomas Island, V.I.; WKAQ San Juan, P.R.; WBKB(TV) Chicago, Ill.

January 28 Applications

ACCEPTED FOR FILING

Modification of License

WHAB Baxley, Ga., Farnell O'Quinn—Modification of license to change name of licensee to Farnell O'Quinn tr/as Tri-City Bcstg. System (BML-1616).

WKMH Dearborn, Mich., WKMH Inc.—Modification of license to change name of licensee to Knorr Bcstg. Corp. (BML-1617).

WKMF Flint, Mich., WKMH Inc.—Modification of license to change name of licensee to Knorr Bcstg. Corporation. (BML-1617).

WSAM Saginaw, Mich., WKMH Inc.—Modification of license to change name of licensee to Knorr Bcstg. Corporation. (BML-1617).

Modification of CP

WOTR Corry, Pa., Olivia T. Rennekamp—Modification of construction permit (BP-8346) as modified, which authorized new standard broadcast station for extension of completion date. (BMP-6761).

WPFD Darlington, S. C., Frank A. Hull tr/as Darlington Bcstg. Co.—Modification of construction permit (BP-8158) as modified, which authorized new standard broadcast station for extension of completion date. (BMP-6760).

KFSD-TV San Diego, Calif., KFSD Inc.—Mod. of CP (BPCT-313) as mod. which authorized new tv station to extend completion date (BMPCT-2792).

WCTV (TV) Thomasville, Ga., E. D. Rivers Sr.—Mod. of CP (BPCT-1254) as mod. which authorized new tv station to extend completion date to 8-23-55 (BMPCT-2790).

WTVP (TV) Decatur, Ill., Prairie Television Co.—Mod. of CP (BPCT-1399) as mod. which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2791).

KEYD-TV Minneapolis, Minn., Family Bcstg. Corp.—Mod. of CP (BPCT-795) which authorized new tv station to extend completion date to 4-10-55 (BMPCT-2793).

Remote Control

KENI Anchorage, Alaska, Midnight Sun Bcstg. Co.—(BRC-644).

WGBF Evansville, Ind., On The Air Inc.—(BRC-645).

KFIR North Bend, Ore., Bay Bcstg. Co.—(BRC-642).

KPAM Portland, Ore., Stanley M. Goard, George W. Phillips, James L. Murray and Delores E. Zabelle d/b as Bcstrs., Ore. Ltd.—(BRC-643).

Renewal of License Returned

WJBB Haleyville, Ala., Haleyville Bcstg. Co. Inc.—(BR-2277).

January 31 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on Jan. 27

Indianapolis, Ind., Indianapolis Bcstg. Inc.—Granted petition for an extension of time to and including Feb. 1 within which to file a petition for review of the Examiner's Order of Jan. 25, which reversed previous rulings made by Examiner in proceeding re applications for ch. 13 (Dockets 8906 et al.).

By Hearing Examiner J. D. Bond

Toledo, Ohio, Unity Corp. Inc.—Denied motion for continuance of date for submission of applicants' direct affirmative cases in proceeding re ch. 11, and written exhibits be continued from Feb. 14 to March 14, and that the further conference heretofore scheduled be postponed from Feb. 21 to March 21 (Dockets 11084 et al.). Further ordered that the effective date of this order for purposes of appeal and review shall be Jan. 27, the date of release (Action of Jan. 26).

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Granted joint petition for continuance of hearing from Feb. 1 to a date to be fixed by subsequent order, in re proceeding for ch. 7 (Dockets 10655-56) (Action of Jan. 27).

By Hearing Examiner Annie Neal Huntting on Jan. 27

Ambridge, Pa., Miners Bcstg. Service Inc.; Tarentum, Pa., Louis Rosenberg; Painesville, Ohio, Somerset Bcstg. Co.—Issued first statement concerning prehearing conferences scheduling a new time table as follows: March 11 exchange of exhibits comprising direct cases; March 18, prehearing conference, and continued hearing scheduled for March 16 to March 28, in re applications for am facilities (Dockets 11202 et al.). Also denied petition by Miners for continuance of hearing until Commission acts on petition of Somerset for dismissal.

By Hearing Examiner H. Gifford Irion on Jan. 27

Buffalo, N. Y., Great Lakes Television Inc.; Greater Erie Bcstg. Co.; WKBW-TV Inc.—Gave notice of a further hearing to be held March 1 for the purpose of concluding direct cases, in re applications for tv ch. 7 (Dockets 10968 et al.).

January 31 Applications

ACCEPTED FOR FILING

Modification of CP

WPNX Phoenix City, Ala.-Columbus, Ga., Community Bcstg. Co.—Mod. of CP (BP-8824) which authorized DA-N only; change transmitter and studio locations and change type transmitter for extension of completion date (BMP-6764).

WROW-TV Albany, N. Y., Hudson Valley Bcstg. Co.—Mod. of CP (BPCT-389) as mod. which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2785).

WFMZ-TV Allentown, Pa., Penn-Allen Bcstg. Co.—Mod. of CP (BPCT-486) as mod. which authorized new tv station to extend completion date to 4-29-55 (BMPCT-2794).

Renewal of License

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—(BR-2516).

Renewal of License Returned

WPID Piedmont, Ala., Cary L. Graham—(BR-2808).

Remote Control Returned

WGBI Scranton, Pa., Scranton Bcstrs. Inc.—(Wrong studio location).

Renewal of License

WFMH-FM Cullman, Ala., B. C. Eddins et al. d/b as The Voice of Cullman—(BRH-476).

WBGE-FM Atlanta, Ga., General Bcstg. Co.—(BRH-656).

February 1 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 28

Granted License

WWOK Charlotte N. C., Rounsaville of Charlotte Inc.—Granted license for am broadcast station; 1480 kc, 1 kw, D (BL-5598).

WPON Pontiac Mich., Gerity Bcstg. Co.—Granted license for am broadcast station; 1460 kc, 500 w, DA-N, U (condition) (BL-5532).

KWNA Winnemucca, Nev., Northwest Radio & Television Corp.—Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5603).

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—Granted license for am broadcast station; 1580 kc, 250 w, D (BL-5586).

WBCR Christiansburg, Va., The Montgomery Bcstg. Co.—Granted license for am broadcast station; 1260 kc, 1 kw, D (BL-5607).

KOGA Ogallala, Neb., Ogallala Bcstg. Co.—Granted license for am broadcast station; 930 kc, 500 w, D (BL-5610).

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$190,000.00

An outstanding clear channel property located in one of the west coast's most attractive areas. Business is excellent and profits at a high ratio to sales price. We can handle financing up to $125,000.00.

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Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

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Remote Control

The following stations were granted authority to operate transmitters by remote control:

KFIR North Bend, Ore.; WGBF Evansville, Ind., while using nondirectional antenna; KENI Anchorage, Alaska.

CP

WBET Brockton, Mass., Enterprise Pub. Co.—Granted CP to replace expired CP (BP-9072) which authorized change in frequency of auxiliary transmitter from 990 kc to 1460 kc (BP-9636).

Modification of CP

The following were granted extensions of completion dates as shown: WTVP (TV) Decatur, Ill. to 4-1-55; KFSD-TV San Diego, Calif., to 8-18-55; KEYD-TV Minneapolis, Minn., to 8-10-55; WJLD Homewood, Ala., to 8-10-55.

Actions of Jan. 27

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Granted Mod. of CP for extension of completion date to 4-10-55.

WLVN-FM Olney, Ill., Olney Bcstg Co.—Granted Mod. of CP for extension of completion date to 3-31-55.

Actions of Jan. 26

Modification of CP

The following were granted extensions of completion dates as shown: WROM-TV Rome, Ga., to 8-9-55; WTHI-TV Terre Haute, Ind., to 8-12-55; WPAG-TV Ann Arbor, Mich., to 8-11-55; WCBF-TV Rochester, N. Y., to 8-10-55; WAGA-TV Atlanta, Ga., to 8-10-55; WGBI-TV Scranton, Pa., to 8-11-55; WJLN-TV Birmingham, Ala., to 8-10-55; WINK-TV Fort Myers, Fla., to 8-11-55; WNET (TV) Providence, R. I., to 8-11-55; KTVK (TV) Phoenix, Ariz., to 8-10-55.

Actions of Jan. 25

Granted License

WEMR Emporium, Pa. Elk-Cameron Bcstg. Co.—Granted license for am broadcast station; 1340 kc, 100 w, U (BL-5311).

WNES Central City, Ky., Muhlenberg Bcstg. Co.—Granted license for am broadcast station and specify studio location; 1600 kc, 500 w, D (BL-5585).

WARU Peru, Ind., Wabash-Peru Bcstg. Co.—Granted license for am broadcast station; 1600 kc, 500 w, D (BL-5528).

KSON-FM San Diego, Calif., KSON Bcstrs.—Granted license for fm broadcast station; condition (BLH-1027).

Remote Control

WAOK Atlanta, Ga., WAOK Bcstg Co.—Granted authority to operate transmitter by remote control.

Modification of CP

KUOH Honolulu, Hawaii, The U. of Hawaii—Granted Mod. of CP for extension of completion date to 4-30-55.

The following were granted extensions of completion dates as shown: WMUB Oxford, Ohio, to 5-1-55; WLAC-TV Nashville, Tenn., to 7-21-55; WENS (TV) Pittsburgh, Pa., to 8-9-55; KOVR (TV) Stockton, Calif., to 8-6-55; WLOS-TV Asheville, N. C., to 8-9-55; WIFE (TV) Dayton, Ohio, to 8-4-55; WTVW (TV) Milwaukee, Wis., to 8-1-55; KOOK-TV Billings, Mont., to 8-4-55; KBIE-TV Sacramento, Calif., to 8-15-55.

Actions of Jan. 24

Remote Control

The following stations were granted authority to operate transmitters by remote control: KWBY Colorado Springs, Colo.; KBOP Pleasanton, Tex.; WOTR Corry, Pa.

Modification of CP

The following were granted extensions of completion dates as shown: WBRD Ft. Lauderdale, Fla., to 4-24-55, conditions; WSJB Elkhart, Ind., to 8-3-55; WRNY-TV Rochester, N. Y., to 8-1-55; WTVG (TV) Mansfield, Ohio, to 8-3-55.

Action of Dec. 17

WIBX Utica, N. Y., WIBX Inc.—Granted authority to transmit hockey games to Station CHEX Peterboro, Ontario, Canada, via leased telephone radio line, beginning Dec. 18, 1954, and ending April 1, 1955.

February 1 Applications

Accepted for Filing

Renewal of License

WMSL Decatur, Ala., Tennessee Valley Radio and Television Corp.—(BR-857).

WOWL Florence, Ala., Radio Muscle Shoals Inc.—(BR-1260).

WMGY Montgomery, Ala., Dixie Bcstg. Co.—(BR-1268).

WBGE Atlanta, Ga., General Bcstg. Co.—(BR-1488).

WAOK Altanta, Ga., WAOK Bcstg. Co.—(BR-735).

WBBQ Augusta, Ga., Savannah Valley Bcstg. Co.—(BR-1420).

WHAB Baxley, Ga., Farnell O'Quinn—(BR-3051).

WBHF Cartersville, Ga., W. R. Frier—(BR-1297).

WEAS Decatur, Ga., WEAS Inc.—(BR-1583).

WLFA Lafayette, Ga., Radio Dixie—(BR-3040).

WNER Live Oak, Fla., Norman O. Protsman—(BR-2313).

WSFT Thomaston, Ga., Thomaston Bcstg. Co.—(BR-1684).

Renewal of License Returned

WANA Anniston, Ala., Anniston Radio Co.—(name incorrect).

WKUL Cullman, Ala., Cullman Bcstg. Co.—(re: signature).

WRMA Montgomery, Ala., The Southland Bcstg. Co. of Montgomery—(wrong name).

Modification of CP

KTAG-TV Lake Charles, La., KTAG-TV Inc.—Mod. of CP (BPCT-1408) as mod. which auth. new tv station for extension completion date to 8-17-55 (BMPCT-2803).

WWJ-TV Detroit, Mich., The Evening News Association—Mod. of CP (BPCT-787) as mod. which auth. changes in facilities of existing tv station extension completion date to 4-17-55 (BMPCT-2801).

KDAL-TV Duluth, Minn., Red River Bcstg. Co.—Mod. of CP (BPCT-903) as mod. which authorized new tv station extension completion date 4-12-55 (BMPCT-2798).

KHOL-TV Kearney, Neb., Bi-States Co.—Mod. of CP (BPCT-1648) as mod. which auth. new tv station extension completion date 8-16-55 (BMPCT-2799).

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod. of CP (BPCT-647) as mod. which authorized changes in facilities of existing tv station extension completion date (BMPCT-2783).

WERE-TV Cleveland, Ohio, Cleveland Bcstg. Inc.—Mod. of CP (BPCT-279) as mod. which authorized new tv station extension completion date to 8-17-55 (BMPCT-2802).

KTEN (TV) Ada, Okla., Eastern Oklahoma Television Co.—Mod. of CP (BPCT-1776) as mod. which auth. new tv station extension completion date to 8-16-55 (BMPCT-2800).

KXYZ-TV Houston, Tex., Shamrock Bcstg. Co.—Mod. of CP (BPCT-319) as mod. which auth. new tv station extension completion date to 1-1-56 (BMPCT-2804).

KUTV (TV) Salt Lake City, Utah, Utah Bcstg. and Television Corp.—Mod. of CP (BPCT-1495) as mod. which auth. new tv station to install new transmitters (BMPCT-2789).

KUTV (TV) Salt Lake City, Utah, Utah Bcstg. and Television Corp.—Mod. of CP (BPCT-1496) as mod. which authorized new tv station extension completion date to 7-1-55 (BMPCT-2797).

Routine Roundup . . .

February 2 Decisions

BROADCAST ACTIONS

The Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WJFR Caguas, P. R.; WIFM (FM) Elkin, N. C.; WIOK Tampa, Fla.; WCNU Crestview, Fla.; WLRD-FM Miami Beach, Fla., and WSTN St. Augustine, Fla.

February 2 Applications

ACCEPTED FOR FILING

License for CP

WAMW Washington, Ind., Washington Radio Inc.—License to cover construction permit (BP-9418) which authorized new standard broadcast station (BL-5612).

WHBL Sheboygan, Wis., WHBL Inc.—License to cover construction permit (BP-9455) as modified which authorized change transmitter and studio location (BL-5615).

KSPR Casper, Wyo., Donald Lewis Hathaway—License to cover construction permit (BP-9381) as modified which authorized increase daytime power; change type transmitter and transmitter location and make changes in the antenna system (BL-5611).

Renewal of License

WILD Birmingham, Ala., Pilot Bcstg. Corp.—(BR-1319).

WALA Mobile, Ala., Pape Bcstg. Co.—(BR-770).

WKAB Mobile, Ala., Pursley Bcstg. Service Inc.—(BR-1834).

WKRG Mobile, Ala., Giddens and Rester Radio—(BR-1334).

WJJJ Montgomery, Ala., Southern Bcstg. Co.—(BR-2178).

WSFA Montgomery, Ala., Montgomery Bcstg. Co.—(BR-778).

WLAY Muscle Shoals, Ala., Muscle Shoals Bcstg. Corp.—(BR-822).

WCRL Oneonta, Ala., Blount County Bcstg. Service Inc.—(BR-2734).

WHTB Talladega, Ala., Voice of Talladega Inc.—(BR-1225).

WAGA Atlanta, Ga., Storer Bcstg. Co.—(BR-707).

WQXI Atlanta, Ga., Robert W. Rounsaville—(BR-1974).

WERD Atlanta, Ga., Radio Atlanta Inc.—(BR-1234).

WMOG Brunswick, Ga., Coastal Bcstg. Co.—(BR-1061).

WBLJ Dalton, Ga., Dalton Bcstg. Corp.—(BR-2005).

WFPM Ft. Valley, Ga., Peach Belt Bcstg. Co.—(BR-2618).

WBML Macon, Ga., Middle Georgia Bcstg. Co.—(BR-1099).

WMVG Milledgeville, Ga., Jere N. Moore—(BR-1242).

WCCP Savannah, Ga., Dixie Bcstg. Co.—(BR-1663).

WFRP Savannah, Ga., Georgia Bcstg. Co.—(BR-1385).

WJIV Savannah, Ga., WJIV Inc.—(BR-2563).

WWNS Statesboro, Ga., Statesboro Bcstg. System—(BR-1372).

WWGS Tifton, Ga. ,Tifton Bcstg. Corp.—(BR-1567).

WLET Toccoa, Ga., R. G. LeTourneau—(BR-1116).

WACL Waycross, Ga., Teletronics Inc.—(BR-2644).

WHMA-FM Anniston, Ala., Anniston Bcstg. Co.—(BRH-611).

WTBC-FM Tuscaloosa, Ala., Bertram Bank et al. d/b/as Tuscaloosa Bcstg. Co.—(BRH-720).

WCOH-FM Newnan, Ga., Newnan Bcstg. Co.—(BRH-707).

Remote Control

WAPL Appleton, Wis., Bartel Bcstrs. Inc.—(BRC-646).

Renewal of License Returned

WBCO Bessemer, Ala., The Bessemer Bcstg. Co. (Not notarized or dated).

WDIG Dothan, Ala., Houston Bcstrs.—(Section II dated after Sec. I).

Application Returned

Ansonia, Conn., The Valley Bcstg. Co. (Box 1230, Hartford, Conn.)—Construction permit for new standard broadcast station on 690 kc, 1 kw, daytime hours only.

Modification of License

WKMH-FM Dearborn, Mich., WKMH Inc.—Mod. of license to change name to Knorr Bcstg. Corp. (BMLH-83).

WSAM-FM Saginaw, Mich., WKMH Inc.—Mod. of license to change name of Knorr Bcstg. Corp. (BMLH-84).

Brand New

List Price
$54.00
Professional Special Price
$37.80

"On the Air" Timer

Designed especially for Radio and TV!
Tells you exactly how much air time remains—in a single glance!

NOW—keep your mind on your program and not on the clock! Now, know whether to "stretch it out" or "wind it up" with split-second accuracy—and without distracting calculations!

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RADIO

Help Wanted

Managerial

Commercial manager for daytime station ¼ million upper midwest industrial market who will have background and ambition to earn full management responsibility. Only men with proven, solid record need apply. The man possibly has reached the ceiling after several years in small city and seeks wider opportunity. Send full story on yourself and recent pictures. Box 172G, B•T.

Commercial manager, county seat population 15,000. Fringe tv; newspaper competition. Guarantee plus percentage. Box 190G, B•T.

Manager with experience in all phases of radio and enough capital to take over and run a station on a lease with an option to buy. This is a full-time, network station, well established, in southwest. Owner lives out of state. Box 195G, B•T.

Salesmen

Florida—experienced man, draw against 15% Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Florida . . . Want qualified salesman-announcer. Want'a make money. $100.00 guarantee week, right man, three openings, two pop and one hillbilly field. Must be tops. Good past record. Full information first letter. Box 19G, B•T.

Salesman with productive record. Five figure opportunity. National company. Salary, commission and travel expenses. Box 165G, B•T.

Wanter: Experienced salesman. Radio and tv for Florida. Active list of accounts. Draw against commission. Send past employment record, photograph and references. Box 186G, B•T.

Opportunity for two top salesmen, above average earnings, liberal salary plus commission, good metropolitan market, car necessary. Call, write or wire Radio Station KJET, Beaumont, Texas.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Florida—morning DJ personality—1st combo preferred, however not essential. Send tape and full information. Box 122G, B•T.

$18,000 year firm contract for talented deejay on large station, west coast major market. Don't apply if merely better than average. Must have top comic timing, do impressions and dialects. Top air salesman, clever on lead-ins and tags. Imperative wit be projected in short takes without long talk. Be pliable and cooperative to fit well integrated personnel group and follow station policies on music selection, commercial length, etc. Send half hour tape with only few bars identifying each platter. Include picture, work record, references, complete personal data. Box 205G, B•T.

Wanted: Combination announcer, also first phone. Box 219G, B•T.

Wanted: Good all-around announcer with ability. Experience desired. Good salary. No floaters. Rush photo, full information, audition and references. Car necessary. KSCB, Liberal, Kansas.

Immediate opening for experienced staff announcer. Aggressive 1kw independent going 5000 watts fulltime. Good working conditions. require personal interview if possible. Contact Manager, WCOJ, Coatesville, Pa.

RADIO

Help Wanted—(Cont'd)

Excellent opportunity for program conscious announcer with solid selling background. Progressive midwest indie. Complete details including salary desired in first letter. WHFB, Benton Harbor, Michigan.

Morning man for progressive midwest indie. We want a personality who can demonstrate his ability to build his own successful program. Complete station cooperation and excellent opportunity for the right man. Complete details first letter. WHFB Benton Harbor, Michigan.

Experienced announcer need for independent kilowatt daytimer. Send qualifications to Station Manager, WIAM Williamston, N. C.

Wanted: Experienced announcer, first class engineer, combo. Good pay. Active aggressive kilowatt station, evening schedule. No floaters or temperamental boys. Apply, Jake Higgins, General Manager, WITY Danville, Illinois.

Announcer wanted: Man with light experience but good potential considered. Man interested in learning play-by-play or news preferred. Strict professional operation. Must get along with staff and take job seriously. Outstanding midwest independent. Send tape, resume, photo to WMIX Mt. Vernon, Illinois.

1st phone combo. Emphasis announcing. 1 kw, top pay. Send audition, references, and background. WRIC Richlands, Virginia.

1 kw daytimer needs a combo man, heavy on engineering; also salesman-announcer. We're ready to start operations. Send complete details. WSWW Platteville, Wisconsin.

Wanted—Combination announcer and chief engineer. Broadcast experience. Send particulars, salary expected. WTRB Ripley, Tennessee.

Illinois—good voice—some experience. Evening shift. Send tape, letter. WVLN Olney.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

Technical

Kentucky daytimer needs first class engineer-announcer. Write details to Box 184G, B•T.

Chief engineer. Maintenance. Light air shift. Remote controlled transmitter. Medium southeastern market. Permanent. $90.00 weekly. Box 237G, B•T.

Wanted: Engineer with first class ticket. Good salary, good working conditions. Car necessary. KSCB, Liberal, Kansas.

Production-Programming, Others

Girl able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Box 58G, B•T.

Nebraska news editor. Gather, write and broadcast local news . . . general news editing. Must have news training and experience. Write for application form. KCOW Alliance, Nebraska.

Experienced newsman needed now for 10 kilowatt station. Gather, write, air local news. Some announcing. Good opportunity for right man. Send tape, resume to R. H. Armbrister, WPAQ, Mount Airy, N. C.

RADIO

Situations Wanted

Managerial

Manager . . . 22 years experience. Radio and tv. All phases. Excellent references. Box 62G, B•T.

This merry-go-round has me dizzy. Must be owners who appreciate services of manager with proven record who can make money for them . . . and himself! A bear for work, intelligent, young, knows radio operation in competitive market. Need me? Write Box 163G, B•T.

Offering small investment, complete engineering know-how, active manager-engineer participation in new or expanding am. Prefer Great Lakes area. Box 168G, B•T.

Operations Director: Family man, college graduate, wishes to locate permanently in congenial community. Qualified to assist in pre-construction planning and to train and supervise operating personnel. Thoroughly experienced in camera direction, lighting, film, photography and engineering. Will wait for attractive opportunity. Box 192G, B•T.

Manager—10 years experience, all phases. Radio. Desire independent operation, competition—100,000 population or smaller. Family man. Box 206G, B•T.

Seven years experience all phases broadcasting. Ready for managerial opportunity. 522 Glenmar Street, Monroe, Louisiana.

Salesmen

Salesman, experienced in multiple station markets, desires permanent, good paying situation, with future. Best of references. Box 185G, B•T.

Street salesman—air salesman, mature, experience, good record, community minded, needs money making percentage opportunity. Box 231G, B•T.

Announcers

Experienced announcer with permit, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist seeking staff position. Strong on news. Sober, dependable family man. Some tv experience. Tape, resume or personal interview on request. Box 99G, B•T.

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It's simple prudence to utilize a skilled personnel specialist when selecting employes or when seeking a new position.

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708 Bond Bldg., Washington 5, D. C.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster—7 years am radio experience. Seeks year-round sports deal, am-tv combo or radio with tv C.P., including B, A or AA baseball. Consider only medium to large market, salary plus talent arrangement. Can purchase minority interest if desired. Air-check tape, references. Box 112G, B•T.

Announcer—deejay, employed, seeking job with future, married, veteran, will travel, tape. Box 113G, B•T.

Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity & selling. Write Box 120G, B•T.

Announcer—presently employed 5000 w desires relocation. Versatile—strong commercials and news. Box 167, B•T.

Seeking position with progressive radio or tv station. Six years radio, 1 year tv. Available immediately. Box 170G, B•T.

Announcer, salesman, newscaster . . . 1st ticket . . . experienced radio-tv . . . prefer southwest. Box 177, B•T.

Very good negro staff man. Experience light, future bright. Ambitious, smooth, good references. Box 181G, B•T.

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

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- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

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RADIO

Situations Wanted—(Cont'd)

Experienced announcer! Reorganization makes experienced DJ and sports man available. Reliable, efficient, married. Wants future in sports but will consider good DJ offer. Will forward tape, resume, photo, references. Box 182G, B•T.

Good music announcer, experience. General area Washington, D. C. Tape upon request. Employed. 3rd phone. Graduate Pathfinder. Box 187G, B•T.

Experience, talented young woman. Background "woman's commentary and DJ shows"—terrific ad-lib, copy, traffic, programming, C.B.O., logs, excellent voice, desires air work or tv—will travel—excellent references. Box 188G, B•T.

Vet.—21—good news—DJ—prefer small station midwest. Tape, resume. Box 189G, B•T.

Experienced staff man, with first phone; pleasant persuasive voice; authoritative news delivery; college graduate; $90 minimum; photo, tape. Box 191G, B•T.

12 years experience offered in radio and electronics in announcing, chief engineer and management. Experience covers all equipment, including design, telemetering and construction. Would like permanent position with progressive organization. 35 years old with family. Available immediately. Box 194G, B•T.

Announcer, negro. DJ, commercials, news. Experience light. Conscientious. Tape available. Box 196G, B•T.

Looking for staff opening with small station. Fully qualified in all phases of radio. Available immediately. Box 197G, B•T.

Staff announcer—very good deejay, news, commercials. Veteran. Will travel. Light experience. Tape. Box 198G, B•T.

Sportscaster, staff (tv). Available June 6th. Willing to start low. Box 199G, B•T.

Experienced, reliable announcer presently employed seeks position with progressive organization. Tape on request. Background and ability will please you. Box 200G, B•T.

Versatile staff man—good voice delivery—news—DJ, sports. Can really sell with "mike." Box 201G, B•T.

Announcer—3 years experience, good voice—reliable—seeks east coast position. Request audition—1st phone. Box 202G, B•T.

Announcer-vocalist. High-lighted conversational-style DJ pitch. Desires connection in midwest. Box 203G, B•T.

Announcer. First class license. Good voice. Experienced. Box 208G, B•T.

Staff announcer, presently working, single, 26, veteran, college graduate, travel. Box 212G, B•T.

Announcer, DJ, negro, strong on news and can sell. Good R and B show also pop Good references but light experience. Tape, resume, photo. Box 213G, B•T.

A-1 all-around man, 35, 15 years experience, announcer-writer-musician. Ability proven in top N. Y. network, indies, will relocate. Adaptable, steady. Call Fort Lee, N. J., Windsor 7-0961 collect or write Box 220G, B•T.

Baseball broadcaster available, play-by-play, topflight. Age 36. Box 224G, B•T.

All around staff announcer, strong on news and commercial DJ, programming with personality plus. Interested in community minded station. Veteran. Box 225G, B•T.

RADIO

Situations Wanted—(Cont'd)

Versatile announcer, some DJ experience, newscasting, writing comercials, available immediately. Box 227G, B•T.

Negro writer—announcer. Light announcing experience but heavy on news, feature and promotional writings, public relations and sales. College graduate plus broadcasting schooling. Vet, 26, married, sober, well trained voice. Box 229G, B•T.

Announcer, experienced, strong all phases staff, sales, copy. Now instructor Washington radio school. Married, 29, college, Washington, D. C. area. ME. 8-5255. Box 230G, B•T.

Announcer experience in network, independent operations, programming. Good knowledge all types music. College graduate. Relocate. Box 238G, B•T. Phone Emerson 3-5403, Washington, D. C.

Announcer—seeking position with future—single, veteran, will travel. Board—restricted license. Limited experience. Tape and resume on request. Bill Alden, 24 Fairfield Avenue, Stamford, Conn.

Announcer. Young ambitious, dependable, good voice. News, DJ, heavy commercials, 3rd ticket. Car, travel, resume, tape. Carl Dino, 781 47th Street, Brooklyn, New York.

Announcer—emphasis news, music, commercials. Restricted permit. Graduate Midwestern Broadcasting School, 27, married, will travel. Tape, photo, resume on request. Ray Foster, Box 109, Morris, Illinois. Phone 1211.

Experienced announcer-disc jockey. Colored girl. Tape on request. Beulah Gibson, 2331 W. Adams Street, Chicago 12, Illinois.

Need second break—experience on staff of 250w affiliate. Ray Roland, % Smyser, 100 Elm Avenue, Mt. Vernon, New York.

Announcer, staff, employed, veteran, married, will travel, tape—Mark Shor, 751 E. 178th Street, Bronx 57, New York.

Experienced announcer, versatile Midwestern Broadcasting School graduate. Will work anywhere west of Chicago. Les Simon, Gillett, Wisconsin.

Sports-staff announcer. 9 years experience at three stations. Is Brooklyn Dodger scout. Reliable, no floater. Married, one child Prefer northeast. Contact Phil Spencer, 6 Curtis Street, Gloversville, N. Y.

Experienced staff announcer, authoritative newscaster. Relaxed commercial delivery. Korean veteran. Will travel. Mel Topper, 1189 43rd Street, Brooklyn 19, New York.

Announcer, DJ, all sports play-by-play—programming. 7 years experience—married, one child—call, wire, write, Ted Work, 2700 Connecticut Avenue, N.W., Washington, D. C. Phone Columbia 5-8105.

1st phone, versatile, well-trained, B.A. degree, limited experience. Tom Yamanaka, 7871 Ethel Ave., No. Hollywood, California.

Hillbilly DJ, copywriter in southeast preferred. 737 11th Street, N.W., Washington, D. C.

Announcer-console operators. General staff. Midwestern, 228 S. Wabash Ave., Chicago, Wabash 2-0712.

Technical

Production-cost conscious chief. Long experience all phases am and fm operations. Design and construct equipment. Consider staff tv. Not an announcer. Box 161G, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

1st class engineer. 2 years experience all phases tv. Permanent only. Available immediately. Box 164G, B•T.

Chief engineer with experience in all phases of radio broadcasting desires position in east or midwest. Box 173G, B•T.

Radio telephone operator, first class license. Two years experience, studio and transmitter. Box 175G, B•T.

First phone, 30, single, 3½ years am, xmtr experience. Available immediately. South preferred. Box 176G, B•T.

First class radio-telephone engineer, about two years experience, prefers midwest. Box 222G, B•T.

Ten years am, one year tv, first phone, car, 30, single. Will travel. $80 minimum. Available immediately. Engineer, 206 Furman Street, Syracuse 5, N. Y. 75-8913.

Engineer: 2½ years tech. school. 2½ years radio, 1 year tv. 114 Oxford St., Providence, R. I. ST. 1-3773.

Production-Programming, Others

Newscaster, special events, panel moderator wishes position as news director, small or medium station. Hard worker, years of experience. Box 134G, B•T.

Eight years radio as PD, news announcer-writer, DJ, copy, public relations, sales. Genuinely interested in selling your productions. Dependable, with best references, tapes. Married, veteran. Seek tv future of 5 kw-over. Northeast preferred. Presently employed. Start at $95.00. Box 193G, B•T.

Looking for a hostess who's really on the ball? Single gal, experienced writing, producing, conducting radio and tv shows desires good position. Strong on interviews and public relations. Box 210G, B•T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 211G, B•T.

Program director—Radio is not dead, it only sounds that way. Want new ideas and production to build sales and audience? Give me the job. Over eight years in radio, some tv. Experience plus. Proven record, well recommended. Desire to locate permanently. Exservice, married. Will supply further info and material. Will go anywhere. Box 215G, B•T.

TELEVISION

Help Wanted

Salesmen

Want to sell vhf in New England? Real opportunity for salesman who can close. Our personnel know of this ad. Resume and photo to Box 207G, B•T.

Tv film salesman. Experience. Must have car. New York area, 10 percent commission. Drawing account $50 weekly. Box 226G, B•T.

Announcer

Announcer—wanted by pre-freeze vhf station in major market. Excellent opportunity for steady man who is capable of effective on-camera selling. Write fully, explaining experience, ambitions, salary requirements. Our people know of this advertisement. Address Box 75G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcer

Iowa vhf NBC affiliate needs experienced announcer. Must be capable all phases on camera. Excellent opportunity for right man. Submit expected salary, background, references, photo, audition first letter—Program Director, KTIV, 10th and Grandview, Sioux City, Iowa.

Technical

Chief engineer for uhf-tv, small market in south. Must have television experience. Box 90G, B•T.

Transmitter engineer—New York State am and tv—vhf has opening. Box 131G, B•T.

Tv studio technician with some experience. First class license not necessary, but preferred. Contact Frank A. Dieringer, WFMJ-TV Youngstown, Ohio.

Production-Programming, Others

Traffic, continuity—girl for immediate opening. Wire, write or phone Jack Rathbun, WEAT-TV, West Palm Beach, Fla.

Situations Wanted

Managerial

Wish to relocate, preferably managerial, production background; NBC-TV, local experience. Box 964F, B•T.

Program director, now production manager large midwest prestige station, 4½ years tv experience programming and production, college grad, family man, relocate anywhere, will send details. Box 160G, B•T.

General manager: Due to death of major stockholder, my radio-television property purchased by competing station. Am thoroughly experienced general manager with successful record directing local and national sales. Have wide agency timebuyer contacts. Working knowledge FCC procedure. Age, mid-thirties. Married, two children. References include network, agency, representatives, national advertiser and industry law figures. Box 162G, B•T.

Assistant to tv manager—can supervise your program department, coordinate between sales and programs and work on the air personnel to create new program ideas. Now with leading midwest vhf station. Looking for opportunity to become part of growing tv company. Age 31. References. Box 179G, B•T.

Experience. Ability. Proven success—a twoman team—presently employed in one of the nation's most successful tv operations. Ready now to guide, produce and operate your property successfully. Box 228G, B•T.

Bob Harker, Station Manager, available soon for your station. More information? 1830 Fifth Avenue, Yuma, Arizona.

Announcer

Attention tv talent hunters. Married man, loaded with radio experience in all phases, wants tv opportunity. Tape, picture, all information on request. $100 weekly base. Box 178G, B•T.

Tv announcer, relocating, "on camera" personality, news, sports, authoritative, punch commercials, production background, degrees, married, 27, desire responsible position. Box 216G, B•T.

Technical

Experienced chief engineer of radio station desires a permanent position in television. Box 174G, B•T.

Engineer, studio, tv, am or fm, married, career man, 2½ years experience, 1st phone, prefer California. Box 221G, B•T.

Engineer: 2½ years tech. school. 2½ years radio, 1 year tv. 114 Oxford Street, Providence, R. I., ST. 1-3773.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Cameraman—excellent small station and network experience. All studio operations. Box 803F, B•T.

4 years tv (production). Veteran cameraman. Experience: Premiere—Shakespeare's "Macbeth," Twelfth Night, The Merchant of Venice. Premiere—"The Frog" opera, Big 10 Sports, variety shows, studio commercials. Staff photographer (news - publicity - advertising - commercial - RP slides). 17 years experience. Married, 42 years of age. Now associated with key net station. Box 166G, B•T.

Experienced film editor desires position in medium or large station west or midwest. Write or wire Box 169G, B•T.

Five years experience. Fifty kilowatt, one year television, college graduate-degree, journalism training. To work into directing with announcing. Midwest please. Box 180G, B•T.

NEW IDEAS

IF YOU HAVE, OR KNOW OF A NEW, EXCLUSIVE, COPYRIGHTED, PATENTED, OR UNUSUAL TYPE OF—

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Formula
Store
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it is quite possible that it will be to your advantage to let our new

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look it over.

The Development Division comprises a working group of market research, manufacturing, advertising, sales and public relations people who can readily assess a new product or process and aid in its promotion and development through our nationwide contacts in many fields.

PHONE 2-6239
WIRE – WRITE

MERLE V. WATSON, INC.
First National Bank Bldg.
PEORIA, ILLINOIS

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

For sale. One used program and newsman. Driven over radio's rocky roads for over ten years. Well broken in by experts. Large capacity for work. Can deliver a surprising number of listeners to your station. Prefer being owned by radio-tv combination but will consider either. For list of previous owners, model, etc., write Box 209G, B•T.

5 years N. Y. network—major and local shows, director and production supervisor. Box 214G, B•T.

Cameraman—2 years experience all studio operations. Some directing. Desires position with progressive operation. Box 217G, B•T.

I'm looking . . . are you? I've been called one of the industry's most outstanding commercial program managers. Creating inexpensive fresh local programming, training complete production staff, turning local talent into pro's. Have top station rep, network and agency recommendation. Put two stations in black. Administrative and organizational ability proven under most difficult circumstances. Better location, security and appreciation of job well done is my wish. Now employed. Confidential. Box 223G, B•T.

UNUSUAL

TV STAFF AVAILABLE!

In an era of superlatives, we say the following without qualification!

Our entire TV staff, a unique group of individuals, are available due to the enforced closing of our operation in a major market.

It's our considered opinion, based on long years of broadcasting experience, that this group, in whole or part, will prove a valued addition to any station in the country, bar none!

Please inform us of your needs. We emphatically seek the opportunity to tell you about our staff!

THE MANAGEMENT
Box 239G, B-T

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director or assistant manager. Seven years tv. Pennsylvania through Illinois preferred. Two weeks availability. Box 235G, B•T.

For Sale

Stations

1 kw daytime exclusive eastern market. Independent. $10,000 down. Box 204G, B•T.

Three Alabama single station markets. Prices range from $25 to $75,000. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, **Los Angeles 29, California.**

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale—Complete uhf equipment now set up on channel 24. All RCA. Studio chain, film chain, control console, microwave video STL, 1kw transmitter, filterplexer, transmission line and 24 gain antenna, also studio props, lights, film room supplies, and rear screen projector. Send for complete list and details. Box 141G, B•T.

Blaw-Knox, H-40, 500 ft. tower. Can be extended to 561 feet, plus 12 bay tv antenna. Brand new. Available immediately. Make offer. Box 153G, B•T.

General radio R F bridge, model 516C, with capacitors; recently recalibrated, $250. W.H. Malone, WBIG, Greensboro, N. C.

Tower for sale . . . IDECO B2 triangular heavy duty self-supported, 30-lb. wind loading, 375 feet. Now supporting TF 3C tv antenna and BF 14D 4 section fm heavy duty pylon. Both fm antenna and tower for sale on location. This tower would cost about $30,000 new. What do you offer? Fm antenna worth over $10,000. Will sell cheap. All offers will be considered. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

Fm transmitter for sale . . . 10 kw Western Electric 506 B2. serial 131, excellent condition. Used on 97.3 mc, 19,700 plate hours. Make offer to W. E. Neill, WFMY-TV, Greensboro, N. C.

Used 1 kw transmitter available—1 kw Raytheon RA-1000 transmitter, with tubes, directly off of our floor. In addition, available now a used Andrew phaser. Write, wire or phone Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

Complete major modulite portable switchboard—slightly used. Twelve KW capacity. Twelve, 15 ampere circuits, transformer dimmer-controlled. Ideal for studio use. Reasonable. H & E Balaban Corp., 190 N. State Street, Chicago, Illinois.

250 watt Gates transmitter, looks and operates like new, used only 30 months, will crate for shipment, $1250.00. C. L. Graham, 1145 Walnut Street, Gadsden, Alabama. Phone 6-1614.

Wanted to Buy

Stations

Wanted to lease. Highly successful radio station operators desires to lease station. All markets considered. Replies strictly confidential. Box 171G, B•T.

Major interest or all of small to medium market am station in Texas, Oklahoma or Louisiana. Box 236G, B•T.

Small southern market, in or near Appalachian section. Paul H. Chapman, 84 Peachtree Street, Atlanta, Ga.

Equipment Etc.

Wanted—Andrew V antenna, fm trans. line, tower light flasher, photo cell, hangers. Box 107G, B•T.

Wanted: Am frequency monitor. For sale: RCA 66A am modulation monitor. Chief Engineer, WTSB, Lumberton, North Carolina.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

Managerial

GENERAL MANAGER
AM-FM INDIE

If you are an experienced and proven radio station manager with a sales background, this may be the opportunity you have been hoping for.

We want a take-charge manager who will be paid a substantial salary, participate in the profits and will have the opportunity to acquire an interest in the station.

This newspaper-owned station is in a prosperous, growing city of 40,000 with excellent manufacturing, agricultural back country, live retail outlets and above average per capita buying power.

We prefer a family man capable of assuming an active place in the business, civic and social life of the community.

Give complete personal and business background, including references and photograph in first letter.

CHRONICLE PUBLISHING COMPANY
WMRI & WMRI-FM
Marion, Ind. Phone 4059

Production-Programming, Others

PROMOTION MANAGER!

Here's the sort of opportunity promotion men dream about. Big-city 50kw network station needs aggressive sales promotion manager immediately. He must know his research and be able to turn out hard-hitting sales presentations under heavy pressure. He'll have a generous budget, plenty of responsibility and a wide-open future. Send resume and exhibits to Box 130G, B•T.

Situations Wanted

Managerial

TV-RADIO
EXECUTIVE AVAILABLE

General Management opportunity desired by mature family man. 20 years experience all departments, top stations. TV since 1947. Heavy background Programs, Personnel, Production, Copy, Civic Affairs, Sales. Now Sales Manager major metropolitan AM-TV. Resume, photo, and top industry references available on request. Eastern Seaboard Preferred.

Box 232G, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

I MADE $12,000 in 1954!

Successful major market morning man wants top market job with T.V. opportunity. Want percentage. Will discuss capital gains deal.

Box 183G, B•T

CHICAGO, ST. LOUIS, MIDWEST

Looking for a top AM morning man and TV Announcer? 10 years experience all phases radio and TV. Excellent references. Box 218G, B•T

ATTENTION ADVERTISING AGENCIES TALENT AGENTS

One of New York's best known AM and TV personalities 1931-1951 desires return talent fields as TV commercial announcer, newscaster, m.c. Powerful selling abilities. Very high past talent earnings. Successful broadcast selling career since then. Now employed as AM-TV Sales Manager. Dependable family man. Top industry references. Personal interviews New York, Boston, or Washington arranged in confidence.

BOX 233G, B•T

DEEJAY

Copywriter, Continuity, Music Librarian, Restricted ticket—Experience South, N.E. —Williams College (AB-music), Cincinnati Conservatory (Composition)—BENTON BOWLES (Advertising trainee)—$60—Harry Baldwin, 96 Inwood Rd., Bridgeport, Conn. ED 5-4688.

TELEVISION

Help Wanted

Programming-Production, Others

HOLLYWOOD, CALIFORNIA

Opening for TV Director of our Hollywood Studios. Duties include instruction in all phases of TV Production. Prefer TV Production person with well rounded secondary market experience. Send complete information including starting salary expected

to

NORTHWEST RADIO &
TELEVISION SCHOOL
1221 N. W. 21st Avenue
Portland 9, Oregon

TELEVISION

Situations Wanted

Managerial

TOP TV MAN AVAILABLE

More than 17 years of solid advertising and administrative experience. 8 years in two New York 4A agencies. 3 years at network headquarters. Presently with big Southwest TV station in executive capacity. A perfectionist. Knows sales, programming and promotion. Age 39. Details on request.

Box 133G, B•T

Salesman

CAN YOU USE THIS PACKAGE?

I HAVE—
3 Years—TV Sales Staff experience
2 Years—Ad Agency TV.—A.E.
3 Years—Motion Picture Producer (Sports)
Own $3000.00 camera equipment
36 years old—good sales contacts
Box 234G, B•T

Programming-Production, Others

TV SPORTS DIRECTOR

Developed full sports program structure in major market that merited local and national recognition. Air personality.

Box 240G, B•T

For Sale

Stations

STATION FOR SALE

Independent Class III, Unlimited Time Station located in good Midwest Market. Price considerably under $100,000.00. Excellent terms.

Box 241G, B•T

Equipment

TV EQUIPMENT FOR SALE

RCA STUDIO I.O. CAMERA CHAIN AND RCA IKE FILM CAMERA CHAIN. Used only a few months, condition like new, offered at substantial discount.

WRITE
Box 242G, B•T

For Sale—(Cont'd)

Equipment

446-ft. TV TOWER

Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP

Contact: Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL

We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency

Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

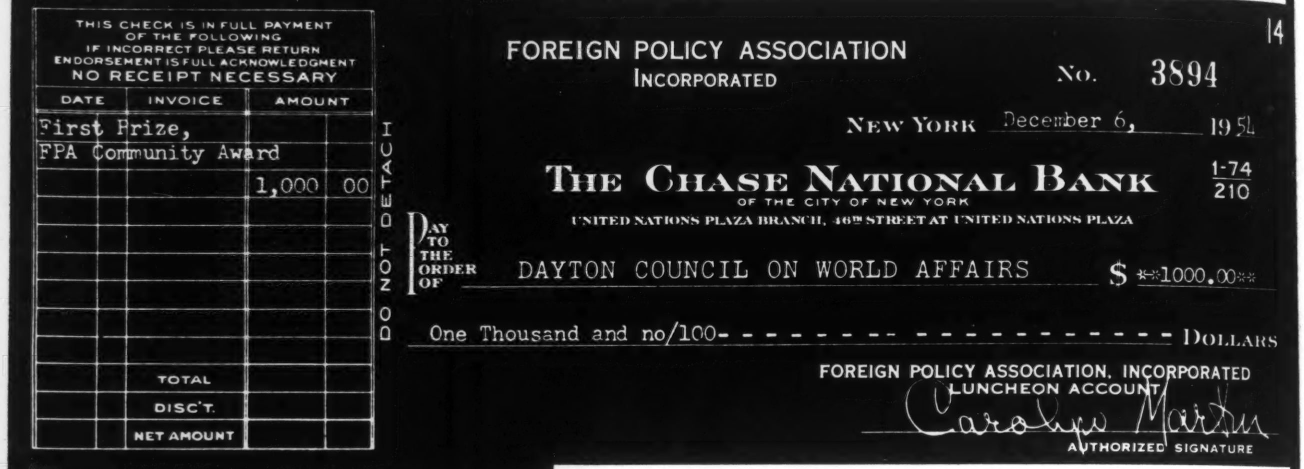
In less than three weeks Mr. Snowden reported the response "Overwhelming".... In fact... "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B•T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B•T help you solve your problems through a classified ad.

"GRAND" PAYOFF

"It's Your World" TV show in progress.



THIS CHECK IS IN FULL PAYMENT
OF THE FOLLOWING
IF INCORRECT PLEASE RETURN
ENDORSEMENT IS FULL ACKNOWLEDGMENT
NO RECEIPT NECESSARY

DATE	INVOICE	AMOUNT
First Prize, FPA Community Award		
		1,000 00
TOTAL		
DISC'T.		
NET AMOUNT		

DO NOT DETACH

14

FOREIGN POLICY ASSOCIATION
INCORPORATED

No. 3894

NEW YORK December 6, 1954

THE CHASE NATIONAL BANK
OF THE CITY OF NEW YORK
UNITED NATIONS PLAZA BRANCH, 46TH STREET AT UNITED NATIONS PLAZA

1-74
210

PAY TO THE ORDER OF DAYTON COUNCIL ON WORLD AFFAIRS $ **1000.00**

One Thousand and no/100- DOLLARS

FOREIGN POLICY ASSOCIATION, INCORPORATED
LUNCHEON ACCOUNT

Carolyn Martin
AUTHORIZED SIGNATURE

FOR PUBLIC SERVICE PROGRAMMING

Here's the thousand dollar payoff! The Dayton Council on World Affairs received the one thousand dollar first prize from the Foreign Policy Association for the most significant contribution in citizen education in world affairs through their television efforts. DCWA has aired their half hour "It's Your World" panel show and "World Headliner" on WHIO-TV for more than four years. It has been an outstanding public service program—one of the many offered by WHIO-TV. Public education and service is a responsibility of the station—and it pays off—in audience loyalty and audience surveys. For the audience—the loyal audience—ask George P. Hollingbery, national representative to give you the facts on WHIO-TV.

DCWA Chairman John Yeck accepts award from Mrs. Oswald Lord, U.S. representative to United Nations. Seated: U.N. General Assembly Pres. Eelco Van Kleffens.

whio-tv
CBS • DUMONT

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

February 7, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,420
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 25,125
Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 109,204
►KPHO-TV (5) CBS, DuM; Katz; 114,030
KTVK (3) ABC; Weed; 6/10/54-3/1/55
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013
Yuma†—
►KIVA (11) NBC, DuM; Grant; 25,975

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown
Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

Total stations on air in U. S. and possessions: 422, total cities with stations on air: 279. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,274,643.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 84,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778
Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 2,013,564
►KHJ-TV (9) DuM; H-R; 2,013,564
►KNXT (2) CBS; CBS Spot Sls.; 2,013,564
►KRCA (4) NBC; NBC Spot Sls.; 2,013,564
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 2,013,564
►KTTV (11) Blair; 2,013,564
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 119,000
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-3/14/55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,044,914
►KPIX (5) CBS; Katz; 1,044,914
►KRON-TV (4) NBC; Free & Peters; 1,044,914
►KSAN-TV (32) McGillvra; 164,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 35,000
Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Blair; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 7,600
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
►WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
422,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 698,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 631,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†——
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; Weed; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 373,904
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) Young; 31,000
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-2/14/55
WTVT (13) Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 132,121
► WRDW-TV (12) CBS; Headley-Reed; 130.000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 89,177
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 90,058
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 145,800
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 42,225
► KIDO-TV (7) ABC, NBC; Blair; 37,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,650
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 304,200
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, DuM; Meeker; 591,712 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
Lafayette†—
WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†——
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 127,812
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 146,719
► KVTV (9) ABC, CBS, DuM; Katz; 131,938
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 110,213
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 165,578
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 81,342
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 402-584
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 69,067
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-3/1/55 (granted STA Jan. 20)
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 37,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 199,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 300,890
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 73,750
Shreveport Tv Co. (12) Initial Decision 6/7/54. See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) CBS; Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 150,004
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
► WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 46,400

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,267,223
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,267,223
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 160,000
► WWLP (61) ABC, NBC; Hollingbery; 160,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 71,674

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) 1,238,585. See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 488,400
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 415,232
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
► WPBN-TV (7) NBC; Holman, 35,110

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 75,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R
► WCCO-TV (4) CBS; Free & Peters; 568,500
► WTCN-TV (11) ABC; Blair; 568,500
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 568,500
► WMIN-TV (11) ABC; Blair; 568,500

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 145,680
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) CBS; Hoag-Blair, Blair Tv; 6/10/54-2/13/55 (granted STA Jan. 19)
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, CBS, DuM; Katz; 466,136
► KMBC-TV (9) Free & Peters; 466,136
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 466,136
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 120,863
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 64,750

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 19,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 17,450

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) Initial Decision 1/5/55
Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, DuM; Petry; 286,000
► WOW-TV (6) CBS, NBC, DuM; Blair; 286,000
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson
Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 20,232
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

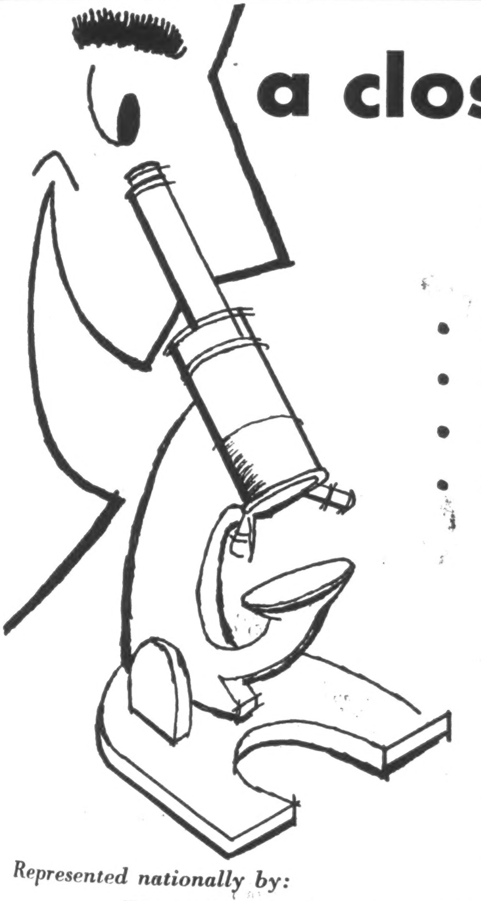
Asbury Park†—
► WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 144,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 317,290
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

WTHI-TV

316,000 Watts

Represented nationally by:

The Bolling Co. New York & Chicago

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 437,522. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 440,309. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed; 47,300
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 21,000
Lake Placid †(Plattsburg)—
► WIRI (5) Young
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 295,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 413,000
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 354,950
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 354,960
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 299,780
Chapel Hill†—
► WUNC-TV (*4)
Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 449,864
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 292,768
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 93,370
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,069,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 69,105
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 182,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,651
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 35,000
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 25,925
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 212,436
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Eastor—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 56,420
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,519
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

THE BUFFALO EVENING NEWS STATION

CBS BASIC
WBEN-TV
CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 150,424
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 210,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,853
► WNET (16) ABC, CBS, DuM; Raymer; 80,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,200
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 144,121
► WUSN-TV (2) NBC; H-R; 138,500
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
► WIS-TV (10) NBC, DuM; Free & Peters; 138,992
► WNOK-TV (67) CBS; Raymer; 69,300
Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 110,262

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 121,100
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 330,647
► WMCT (5) ABC, NBC, DuM; Branham; 330,647
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
► WSM-TV (4) NBC, DuM; Petry; 208,985
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 219,217

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 65,944
► KGNC-TV (4) NBC, DuM; Katz; 65,944
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,961
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 37,360
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 422,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 422,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 64,433
► KTSM-TV (9) NBC; Hollingbery; 62,423
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 440,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,673
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 387,000
► KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 11/17/54-9/1/55
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 232,993
► WAOI-TV (4) ABC, NBC; Petry; 232,993
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 103,144
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC; DuM; Pearson; 74,140
Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 43,673
KWTX-TV (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 80,910
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 106,000

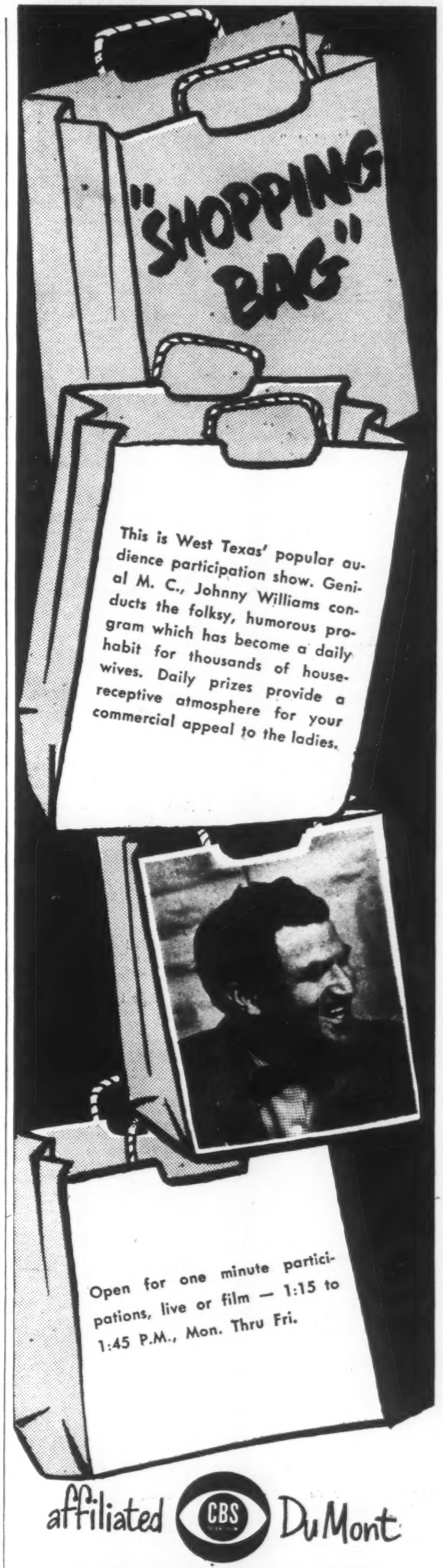
VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 100,627
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 173,000
Newport News —
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 477,318
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 300,749

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

FIGHT COMMUNISM

with "TRUTH DOLLARS"



This is West Texas' popular audience participation show. Genial M. C., Johnny Williams conducts the folksy, humorous program which has become a daily habit for thousands of housewives. Daily prizes provide a receptive atmosphere for your commercial appeal to the ladies.

Open for one minute participations, live or film — 1:15 to 1:45 P.M., Mon. Thru Fri.

affiliated CBS DuMont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 155,153
Pasco†—
► KEPR-TV (19) 39,500
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 408,100
► KOMO-TV (4) NBC; Hollingbery; 408,100
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 100,410
► KREM-TV (2) ABC; Petry; 95,649
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 408,100
►KTNT-TV (11) CBS, DuM; Weed; 408,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 51,130
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) CBS, DuM; Bolling; 398,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 746,982
► WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 50,100

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Wed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown
KTVF (11) 12/29/54-2/15/55

HAWAII

Hilo†—
Hawaiian Bcstg. System (9) 1/19/55-Unknown
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls.; 60,000
► KULA-TV (4) ABC, DuM; Young; 67,000
Wailuku†—
Hawaiian Bcstg. System (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
► CKWS-TV (11) 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 4,806
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; CBC
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 8,900
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Can-Canada, Weed; 13,653
Sydney, N. S.†—
► CJCB-TV (4) 8,940
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

Feb. 17 (8:30-9:30 p.m.): *Shower of Stars,* "That's Life," Chrysler Corp. through McCann-Erickson.

March 2 (10-11 p.m.): *Best of Broadway,* "The Guardsman," Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Feb. 7 (8-9:30 p.m.): *Producer's Showcase,* "The Women," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Feb. 9 (7-7:30 p.m.) and every Wednesday: *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 23 (9-10 p.m.): *Kraft Theatre,* "Emperor Jones," Kraft Foods Co. through J. Walter Thompson Co.

Feb. 27 (7:30-9 p.m.): *Max Liebman Presents,* Reynolds Metals Co. through Clinton E. Frank Inc.

March 7 (7:30-9:30 p.m.): *Producer's Showcase,* "Peter Pan," Ford Motor Co. and RCA through Kenyon & Eckhardt.

March 12 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Division of General Motors Corp. through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

UPCOMING

FEBRUARY

Feb. 7: RAB Clinic, Phoenix, Ariz.
Feb. 8: RAB Clinic, Los Angeles.
Feb. 9: RAB Clinic, Fresno, Calif.
Feb. 9-10: NARTB Educational Committee initial meeting, Washington, D. C.
Feb. 10: RAB Clinic, San Francisco.
Feb. 10: Southwestern Assn. of Advertising Agencies, Skirvin Hotel, Oklahoma City.
Feb. 10: Deadline, American Women in Radio & **Television Scholarship Award, New York.**
Feb. 10-11: NCAA Tv Committee hearings, Biltmore Hotel, New York.
Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.
Feb. 11: RAB Clinic, Sacramento, Calif.
Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.
Feb. 13-19: National Advertising Week.
Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 17-18: NCAA Tv Committee meeting, Chicago.
Feb. 18: Canadian Broadcasting Corp. board meeting, Ottawa.
Feb. 21: RAB Clinic, Washington, D. C.
Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington, D. C.
Feb. 23: RAB Clinic, Richmond, Va.
Feb. 24: RAB Clinic, Roanoke, Va.
Feb. 25: RAB Clinic, Baltimore, Md.

MARCH

March 7: RAB Clinic, New Orleans, La.
March 7-12: National Tv Servicemen's Week.
March 8: RAB Clinic, Shreveport, La.
March 9: RAB Clinic, Dallas, Tex.
March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.
March 10: RAB Clinic, San Antonio, Tex.
March 11: RAB Clinic, Corpus Christi, Tex.
March 12: Tenth Annual Michigan State College Radio & Television Conference (one day; for educators), **East Lansing, Mich.**
March 12: First Annual Michigan State College High School Radio & Television Day, East Lansing, Mich.
March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.
March 16-19; Assn. of National Advertisers, The Homestead, Hot Springs, Va.
March 18-19: Atlanta Advertising Institute, Emory U., Atlanta, Ga.
March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.
March 21: RAB Clinic, Albuquerque, N. M.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
March 22: RAB Clinic, Amarillo, Tex.
March 23: RAB Clinic, Oklahoma City
March 24: RAB Clinic, Tulsa, Okla.
March 25: RAB Clinic, Little Rock, Ark.

APRIL

April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: RAB Clinic, Milwaukee, Wis.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn., El Mirador Hotel, Palm Springs, Calif.
April 22: RAB Clinic, Cincinnati.
(RAB Clinics are scheduled through Nov. 18)

MAY

May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 22: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington, D. C.
May 22: Radio Pioneers Banquet, Washington, D. C.

JULY

July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.

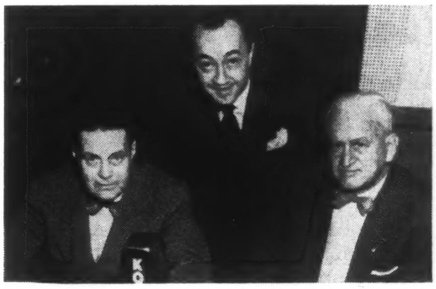
ON THE DOTTED LINE . . .

AS ADVERTISED
KNBC 680
Hunt's Tomato
SAUCE
STAR-KIST
TUNA
new Nescafe
tastier coffee!

THE ALLIED Grocers of California has signed a year's contract with KNBC San Francisco to acquaint the public with its operation and that of 800 independent member merchants. As part of the agreement, food products advertised on KNBC will be promoted by the organization's stores. Dave Engles (l), KNBC merchandising supervisor, displays one of the point-of-sale posters to Charles Hoertkorn (seated), Allied secretary-manager, and (l to r) Charles Greb, Allied sales representative; Bill McDaniel, KNBC sales manager, and John Cattermole, Allied advertising manager.

THE *Million Dollar Movies* film series will be sponsored on WOW-TV Omaha by Watson Brothers Transportation Co. beginning yesterday (Sunday). At the signing are (l to r): seated, Bill McBride, WOW-TV program director; William M. Wolfe, Watson executive vice president; standing, J. Maynard Wilson, WOW-TV local sales manager, and James Lipsey, partner in Universal Advertising Agency, which handles the Watson Brothers Transportation Co. account.

FIRESTONE, for its service and three lines of tubeless tires, expands its southern California coverage with a saturation spot announcement campaign over KMPC Hollywood. W. S. McGilvray, seated (c), Firestone Los Angeles district manager, signs the contract with (l to r) Dallas Williams, Dallas Williams & Sons agency; Byron Tefft, advertising manager, Firestone Western Div., and Ed Nelson, KMPC account executive.



AGREEING to a 52-week spot campaign over KOA Denver, to be comprised of 156 nighttime 60-second announcements promoting Pennzoil motor oil and greases, are (l to r) Herbert Rupp, vice president of B. F. Bennett Oil Co.; Hark Spensley, KOA salesman, and Roger McDonald, secretary-treasurer of the Denver oil company, which is sponsoring the campaign.

NEW
SCHLITZ
HALF QUART
CAN

CONTRACT at KGMB Honolulu calling for five quarter-hour newscasts a week and 1,500 participations during 1955 under sponsorship of the Joseph Schlitz Brewing Co. (beer), is agreed to by John D. Allison (l), commercial manager, Hawaiian Broadcasting Co. (KGMB, KHBC), and George M. Shay, export manager of the brewing company.

FEDERAL Savings & Loan Assn. of Oklahoma City, for the seventh consecutive year, buys radio time on WKY there. The contract is approved by (l to r) Carter Hardwick, WKY sales representative; Hugh H. Harrill, Federal vice president and general manager, and Lowe Runkle, Lowe Runkle Advertising Agency.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of **BROADCASTING • TELECASTING** $7.00
☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and both **Yearbook-Marketbooks** 11.00

☐ Enclosed ☐ Bill

name *title/position*
company name
address
city *zone* *state*

editorials

Meeting the Meeting Overdose

GOOD NEWS for the harried broadcasters of the nation is the decision of the NARTB directorate to reduce the number of district meetings to be held this year from 17 to 8.

First, it's good news because it represents a cash saving to the management of U. S. radio and tv stations of about $1 million which now will not be spent for transportation, hotel rooms and the other items on the expense accounts turned in by station executives on their return from district meetings. And if the salaries of these executives for the time away from their desks to discuss industry matters were also charged to the meetings, that $1 million figure might easily be doubled.

A survey of broadcast station managers made by this magazine last fall [B•T, Dec. 13] revealed that attendance at all industry meetings, national as well as regional, was costing broadcasters a minimum total of $3.5 million a year and probably a lot more than that. While endorsing the need for such meetings and appreciating their value, the vast majority of the station executives expressed the feeling that fewer meetings would accomplish just about as much with a lot less expenditure in time and money.

The second way in which the curtailment of district meetings is good news is its demonstration of the responsiveness of the NARTB radio and tv board members to the will of the stations they represent.

B•T, pleased to have served as the catalyst in bringing about this reorganization of broadcaster meetings on a more efficient basis, congratulates the NARTB directors on their prompt, decisive action, and the NARTB members on the quality of their directors.

The Plotkin Indictment

THE BIG story in broadcasting hit the fan last week. The "Plotkin Memorandum" was released by Chairman Magnuson of the Senate Interstate & Foreign Commerce Committee, and while labeled merely a "basis for further inquiry," nevertheless packed the heftiest wallop thrown against networks and the FCC since the advent of television.

The formal release came as no great surprise, since the substance had been published a fortnight earlier [B•T, Jan. 24]. The mere act of releasing it, even without Committee consideration, gives it a status that cannot be treated lightly. The formality of a pre-scheduled news conference imparted to it an aura of importance, backed by the statement of Chairman Magnuson that $75,000 is budgeted for the Committee's study and that a staff, including former Sen. Clarence C. Dill of Washington, one of the architects of the existing law two decades ago, would be appointed.

It should be made abundantly clear that the "Committee Print" released by Chairman Magnuson does not constitute the judgment of the Committee, nor even of its chairman. That which will eventually emanate from the FCC, the Dept. of Justice or the Committee, may not have even remote resemblance to the "Plotkin Memorandum." In the words of Sen. Magnuson, it simply provides "an excellent basis for further inquiry."

The significance of the events last week, nevertheless, should not be minimized. The Plotkin Memorandum covers the broadcasting waterfront, with emphasis on tv. It invades business practices, heretofore forbidden territory. It indicts the leading networks as quasi-monopolistic or worse, and invites the Dept. of Justice to invoke the anti-trust laws against them.

The document constitutes the views of one man—Harry M. Plotkin, until last week the special counsel for the Democratic side of the Committee. In drafting his report Mr. Plotkin drew upon his extensive background as an assistant general counsel of the FCC for eight stormy years (1943-1951) and his experience as a private practitioner since. He had been the FCC's most controversial staff executive—and perhaps its brightest.

Some will view the report as brilliant; others as Machiavellian. It is largely an *ex-parte* treatise. CBS President Frank Stanton contends it was not based on any investigation which included the tv networks. (To date the questionnaires sent the networks under Republican committee control by former Comr. Robert F. Jones, haven't been released. Presumably these will be released in the next installment due this week when the Jones report is released as his swan song as special counsel.)

If implemented, the Plotkin views would spell the end of the networks as we know them. Not even the most militant network opponent wants to kill the networks. Yet, there's little doubt that some reforms in existing methods and practices are indicated, if restrictive legislation or litigation is to be avoided.

The FCC is rebuked. There may be justification for criticism, but Mr. Plotkin passes lightly over the fact that the FCC's big mission has been to expedite tv service in compliance with insistent public demand. This demand came through pressures from Congress. Errors were bound to be made. Does the good overshadow the evil?

This is as good a time as any to ventilate the broadcasting house. Otherwise the day will only be postponed. It is because broadcasting is closer to the people than any other pursuit that Congress has moved in. Moreover, broadcasting, notably since the advent of tv, has become big business, too—a sure-fire combination in enticing Congressional scrutiny.

There are practices that need explanation, in connection with network contracts, option time clearances, territorial exclusivity, station representation and the FCC's stewardship. Members of Congress have received complaints from broadcasters who would not risk public condemnation of the FCC or their networks. Mr. Plotkin may over-extend and overdramatize, but there's smoke enough for Congress to call out the fire brigade.

Now that the die is cast, it is to be hoped that the course will be orderly and with a minimum of acrimony. Chairman Magnuson, by his act last Wednesday, has assumed full jurisdiction over the FCC and the network questions. He has asked for reports from the FCC and the Dept. of Justice. To that extent only does he adopt the Plotkin recommendations. He proposes to look into military use of the spectrum and the threats to low-band (ch. 2-6) tv allocations. He proposes to give full opportunity for presentation of their cases to the networks, the FCC and others affected.

Until the Magnuson Committee completes its work, there is no logical reason why the so-called Monopoly Subcommittee of the Senate Judiciary Committee, under Chairman Harley Kilgore of West Virginia, should spend time on networks, stations or the FCC. To do so would obviously confuse the issues, duplicate the work of the Magnuson Committee, dissipate taxpayers' time and money, and place onerous burdens upon the nation's broadcasters and the FCC.

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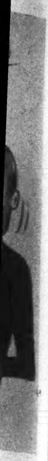

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